

May 2002 – Founding of Tradehouse OÜ

The founder of Tradehouse is Avo Kivimaa. Avo's first sales experience started off in a small wholesale business with only one sales item in its portfolio – **Wrigley's chewing gum**. Avo kept loading its Zhiguli with chewing gum boxes, drove to shops and kept on selling.

2003 – Opening of Tradehouse E-store

The first sales item in the newly opened e-store were hairdressing scissors. Soon various other hair accessories for beauty professionals joined the assortment. Initially, the goods were stored in the Kivimaa's four-room rental apartment in Lasnamäe, Tallinn. Hair rollers were stored in children's room. The e-store originally offered products to hairdressing salons.

March 2004 – Opening first store in Tallinn

We opened our first store in Tallinn, in the Pro Kapital building. It was a unique beauty supply store, new to Estonia at that time, offering beauty products to professional and retail clients.

The first bestseller was **Efalock Flat-Maste** ceramic straightener – a revolutionary product in hair straightening at that time that brought Tradehouse to the path of growth! More hair care products were added to the product range, among which were the well-known brands, such as Tigi, Redken, Wella, Londa, Schwarzkopf, Goldwell and Joico.

Tradehouse stores open in the largest Estonian cities (2008, 2009, 2015, 2018)

In March 2008 we opened another Tradehouse store and a warehouse in Kopli. In 2009, 2015 and 2018 our new stores opened in Tartu, Pärnu, and Narva. In 2017 we moved our Tallinn store to the new premises in Nautica shopping centre. Avo Kivimaa reflects that in the early years one of his biggest fears was how professional clients would react to him selling professional products to retail clients. „Buying a professional shampoo was quite a big thing at that time,” recalls Kivimaa the year 2004, when professional hair care products made their first appearance at Tradehouse.

December 2013 – Opening the Training and Conference Centre

Tradehouse opened a training centre and started organizing beauty trainings and conferences. This paved a perfect opportunity for us to invite world-renowned top beauty professionals to Estonia and to promote service quality in the beauty sector.

Also, **Laura Kuldkepp** joined Tradehouse in 2013, and she still runs the company today.

Autumn 2017 – Launching the Tradehouse beauty magazine

The first issue featured a motorcyclist and politician **Anastassia Kovalenko** on the cover. In later issues, many other beloved Estonian celebrities have graced the cover of the Tradehouse magazine. The beauty magazine is issued quarterly with a circulation of approximately 200,000 copies.