

Helsinki Airport And Finnair Create “Match Made in HEL”

Mar. 9, 2016



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[Helsinki Airport](#) and [Finnair](#) teamed to create their new “Match Made in HEL” campaign, which aims to draw attention to the airport and airline with some help from top designers in the fashion industry.

On May 24, Helsinki Airport’s Runway 2 will be transformed into a catwalk, where designers from China, Korea, Japan, the United Kingdom, Sweden, Denmark and Finland will display their creations. The featured designers will be announced this and next month on the campaign’s [website](#).

“The combined glamour of the fashion and travel industry share a long history. Air travel has long played a key role in setting the pace of fashion trends across the world. Fashion connects and inspires people, and we see this on a daily basis as we connect Europe and Asia with our flights. With this fashion show, we want to celebrate the connections between Europe and Asia, and showcase the work of some of the hottest designers from these two continents,” said Johanna Jäkälä, vice president, brand, marketing and loyalty, Finnair.