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Search



➤ [Home](#) > [Airlines](#), [Fashion](#), [finland](#) > Finnair and Helsinki Airport Develop a High Fashion Runway Show

Finnair and Helsinki Airport Develop a High Fashion Runway Show



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Jordan McDowell



Image via [YouTube](#)

Helsinki Airport will be transforming their Runway 2 into a high-fashion runway on May 24. In a collaborative effort with **Finnair**, Helsinki Airport is hosting a showcase of seven of the top designers from China, Korea, Japan, the UK, Sweden, Denmark, and Finland. The show titled *Match Made in HEL* developed out of efforts to raise global awareness of Finnair and Helsinki Airport as the best partners for flight connections between Asia and Europe. With over 17 Asian destinations Finnair has become a leading airline in quick and easy travel.

"Helsinki Airport presents a fascinating backdrop for the designers to showcase their work," says Tuomas Laitinen, Fashion Director of SSW Magazine, who will be curating the fashion show. "I am excited to be a part of bringing some of the hottest names in fashion to Helsinki in May."

"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," says Johanna Jäkälä, Vice President, Brand, Marketing and Loyalty at Finnair. "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."

You can find out who the designers are each week by checking out [their website](#).

Check out their commercial after the jump!



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