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Finnair and Helsinki Airport Create Heavenly Match Made In Hel Fashion Show

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Photo via Finnair and Helsinki Airport

What do you do when your fashion is so fierce it could fit in an airplane hangar? Well, you have a fashion show at an actual airport.

According to a press release, this May 24 the world will be changed forever, receiving nothing less than the sartorial sensation that comes with a collaborative effort from Finnair and Helsinki Airport.

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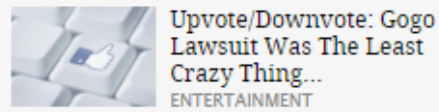


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there will be a fashion show on Runway 2 at Helsinki Airport.



According to [the website](#), that equates to 3,000 meters of runway. Hopefully the models are wearing comfy shoes.

Here is a video we are confident will have you snapping your fingers and shaking your head in astonishment.



Now this isn't the first time a fashion show has had the airport treatment. We wrote [back in October](#) about Chanel's inventive take on its aviation-styled catwalk in Paris.

Finnair's show promises to be just as grand and wide reaching, offering the glitz and glamour of "seven top designers from China, Korea, Japan, the UK, Sweden, Denmark and Finland."

The show may be called a Match Made in Hel, but it's simply heavenly for fans of fashion and the aviation industry. It's also the first and last time anyone will make a similar joke, we're sure.

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Finnair's Johanna Jäkälä explained on the importance of such a show: "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."

Tuomas Laitinen, Fashion Director of SSAW Magazine, is equally thrilled about the prospect: "Helsinki Airport presents a fascinating backdrop for the designers to showcase their work. I am excited to be a part of bringing some of the hottest names in fashion to Helsinki in May."

Patience will be needed, but in a few months a world of style will come to the Helsinki Airport, where an airport's runway will play the part of a model's.

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