

Finnair's New Design Will Be Even More Incredibly Nordic

Cailey Rizzo, TRAVEL + LEISURE Thursday, December 07, 2017



Credit: Courtesy of Finnair

A trip to Finland can last until your plane has landed back home.

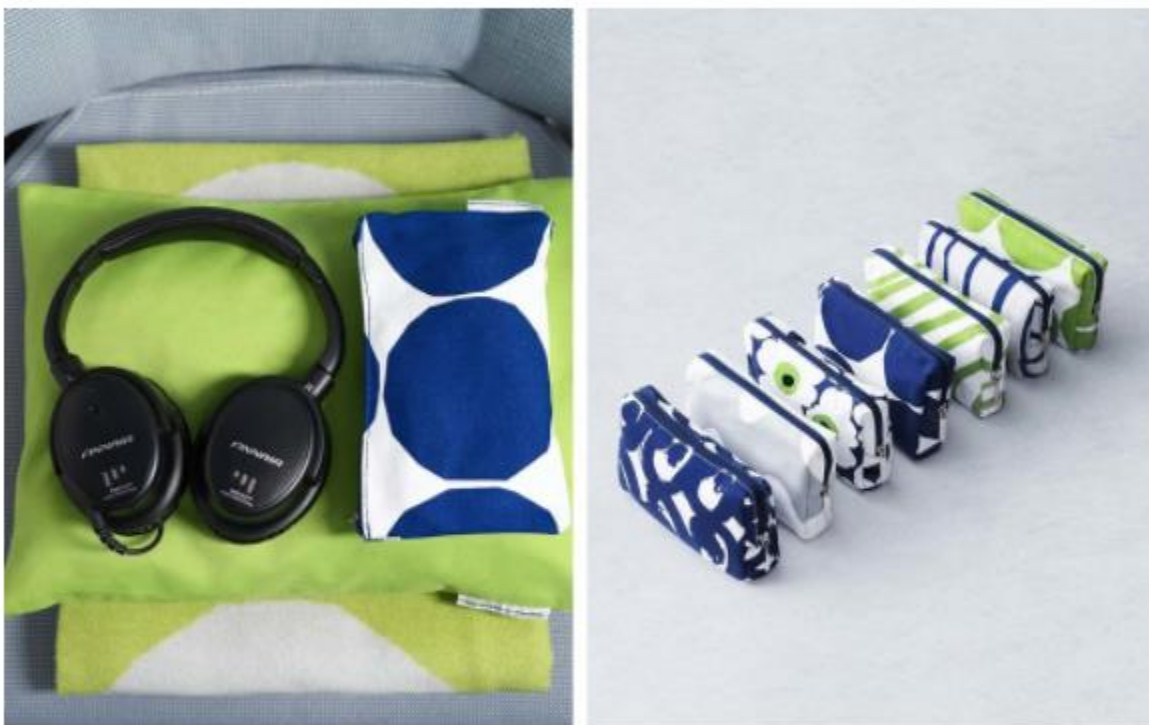
Finnair, the country's flag carrier, is adding more Finnish culture into its flight service, including new fabrics [from design giant Marimekko](#) in the business class cabin and a new traditional menu offering.

Marimekko, which has earned cult status in and out of Finland since its launch in the 1960s, will design “new seat textiles and comfort amenities ... inspired by Nordic homes and landscapes,” David Kondo, Finnair’s head of cabin interior development, [told Business Traveller](#).

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The collection “has been specially designed to add a light and fresh visual dimension to the on-board experience,” [according to the airline](#).

Marimekko’s contributions to the business class cabin include new seat covers, pillows, blankets and chinaware. The fabrics are designed to evoke the look and feel of Finland, including a color scheme inspired by Finnish landscapes and Nordic light.



And passengers’ food choices are getting more Finnish, too. Cabin crew will begin serving “Kahvikutsut,” a Finnish snack of coffee and a sweet treat, between meal services. Passengers will be able to choose from traditional Finnish sweets like Carelian pies, cinnamon buns, coffee cake, or Finnish chocolates.

The meal service menus will also be revamped with a heavier emphasis on Nordic-style cooking by Swedish chef Tommy Myllymäki.



A new, more Finnish version of Finnair will premiere on flights to Seoul, Tokyo and Shanghai, starting Feb. 7, 2018. It will roll out gradually to remaining long-haul destinations in spring and summer.

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While many of the new designs and amenities are focused on business class, economy passengers can also expect a [Marimekko collection pillow and blanket](#) at their seat.