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Finnair Brings A Bold New Look to its Planes

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It seems Finnair is looking to bring a bit of retro chic to its cabins and two lucky plane. The carrier recently announced planned upgrades to the tableware and linens used in its business class cabin, as well as an updated look for two of its Airbus A340s.

AY has turned to Helsinki-based home goods company Marimekko to design the new cabin accents. The Finnish company is known for its bold, retro prints, and photos of the new linens and tableware confirm that the company's signature style will continue with the products supplied to Finnair. For select flights, flight attendants will also wear uniforms designed by the Finnish home goods company.



The custom livery on the A340 is Marimekko's popular poppy print. A second aircraft is scheduled to be painted in a custom livery in spring of 2013.

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Having flown on Finnair a few times and spent some time in Finnair, I like this rebranding. The bold prints strike me as very Finnish, and they really seem to capture the playful but classy nature of both Helsinki and Finnair.

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