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# DAILY AD

## MARIMEKKO AND FINNAIR EXPAND THEIR COLLABORATION

Text by Hadley Keller | October 24, 2014

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Finnair's new Airbus 330 will feature Marimekko's iconic poppy print. Photo courtesy of Marimekko

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For those who thought the glory days of stylish air travel had come and gone, Marimekko and Finnair are suggesting otherwise. In celebration of the 50th anniversary of Marimekko's iconic Unikko (poppy) print, the famous flora will be splashed across a Finnair Airbus 330 starting at the end of this year.

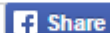
The two Finnish companies have collaborated before, beginning with a 2012 project that introduced an earlier version of the printed jet (still in operation today) as well as in-flight textile and tableware developed by Marimekko's Sami Ruotsalainen. "Our two aircrafts wearing the beloved Unikko livery are flying ambassadors of Finnish know-how, positivity, and creativity," said Finnair CEO Pekka Vauramo in a press release. The cheerful print will certainly make a long runway delay a little brighter.

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