

## One-of-a-kind fashion show takes over Helsinki Airport runway

Last night, the fashion world turned its attention to Helsinki Airport as the long-awaited Match Made in HEL fashion show took place on Runway 2. Jointly organised by Finavia and Finnair, the event gathered seven top names in European and Asian fashion design who presented their creations in this truly one-of-a-kind fashion show. A wide-body aircraft sitting on the runway combined with brilliant fashion creations and the summer evening sunlight provided a truly unique setting for the event.

Approximately a hundred international fashion journalists and influencers were among the 350 guests in attendance to enjoy the runway show.

"We want to extend a warm thank you for a fantastic show to all guests who attended and all those who participated in organising this event," says **Katja Siberg** VP Marketing and Business Development at Finavia, the Finnish airport operator. "The designers' creations sparkled on the runway and the atmosphere was made perfect by the beautiful weather. This was an extraordinary way to promote Helsinki Airport as a functional and smooth transfer airport between Europe and Asia."

"This spectacular event exceeded our expectations, which were very high," says **Johanna Jäkälä**, Vice President Brand, Marketing & Customer Loyalty at Finnair. "We organised this fashion show to celebrate the connections between Europe and Asia and to showcase the work of the most interesting designers of the moment from these two continents. Aviation has had a key role in spreading fashion phenomena around the world. Every day on our flights, we see how fashion inspires and connects people. This event has now also created new international bonds."

Match Made in HEL is a joint campaign of Finavia and Finnair. It aims to promote the international recognition of Helsinki Airport and Finnair as well as to draw attention to the convenient transfer connections between Europe and Asia.

Media image library: <http://finavia.materialbank.net/NiboWEB/finavia/showCartPublicContent.do?uuid=9913327&random=734873&lang=fi>

Video on YouTube: <http://youtu.be/5hzwUDQEzuc>

[www.matchmadeinhel.com](http://www.matchmadeinhel.com)

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Finavia provides and develops airport and air navigation services with focus on safety, customer-orientation and cost efficiency. Finavia's comprehensive network of 22 airports enables international connections from Finland — and to different parts of Finland. Helsinki Airport is the leading Northern European transit airport for long-haul traffic. Revenues in 2015 were EUR 353 million, and the number of employees 2300.

Finavia online:

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