



TWO FINNAIR A350 AIRCRAFT GET A MOOMIN MAKEOVER

News / Airlines



Finland much-loved storybook friends The Moomins are back on board with Finnair. Two A350 aircraft are now taking to the skies with special Moomin centenary livery. Celebrating Finnair 100th birthday this year Moomintroll and Snorkmaiden are back together. The pair can now be spotted sharing a hug on the bodies of two A350s decorated with Finnair 100 livery. The aircraft will be flying long-haul routes through 2023. The first time Moomin characters were pictured on our aircraft was in the 1990's. Since then, we've run various Moomin campaigns, giving our customers soft toys, in-flight activity sets, and other merchandise.

Roleff Kråkström, CEO of Moomin Characters, said: "The Moomin brand presents travellers with a warm welcome to Finland. People have come to know the characters through our books and animations, associating Moomin with the timeless values of tolerance, acceptance and friendship."

From Finland to the world

The original Moomin books were written and illustrated between 1945 and 1980 by Finnish author

and artist Tove Jansson. Set in the imaginary Moominvalley, the stories feature a cast of contrasting characters who go on adventures and overcome challenges together. Moomintroll is depicted as kind, caring and curious, while Snorkmaiden is a creative and excitable dreamer whose imagination comes in handy on adventures.

Translated into more than 55 languages, the stories have found a following around the world. Moomins have featured in comic strips, television animations, theatre productions, and even an opera. There are also several Moomin video games. All this has driven a merchandising business valued at more than one billion US dollars annually, 40% of which comes from a country Finnair holds near and dear: Japan.

“Moomins first appeared on Japanese TV in the 1960s when there was only one channel, so tens of millions of people got to know the characters this way,” says Kråkström. “Today there is even a Moomin theme park in Japan and the country continues to be one of our most important markets.”

Finnair 100 – Bringing us together since 1923

Finnair latest Moomin adventure is one of many experiences shared with customers this year as part of our centenary celebrations, under the banner ‘Bringing us together since 1923’. In addition to appearing next to Moomins on our A350s, the slogan will also be visible on three other Finnair aircraft.



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