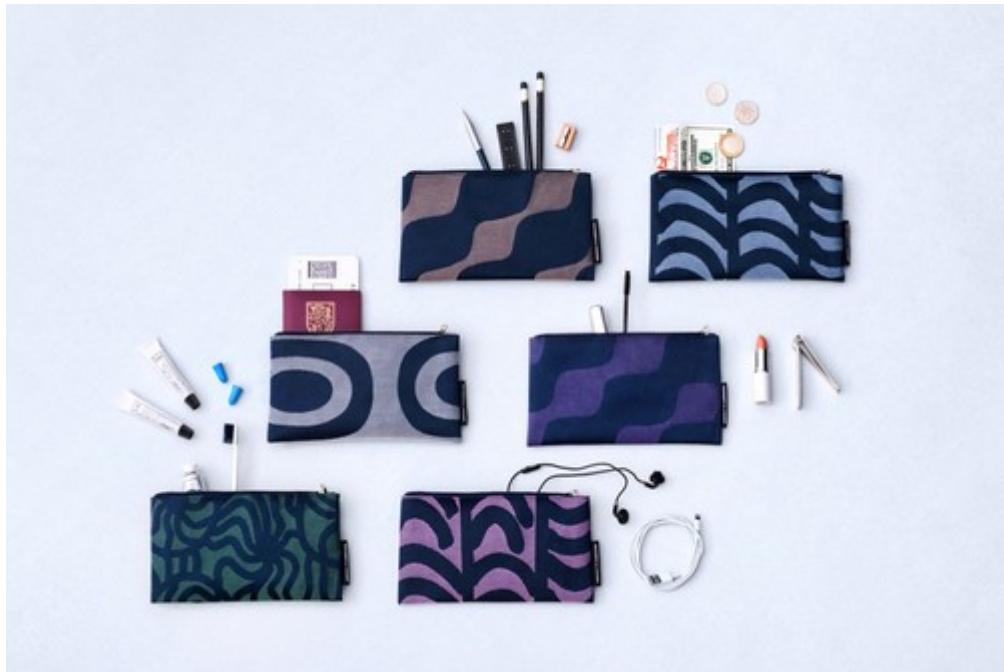


# Finnair features Marimekko and L:A Bruket in latest Business Class kits

By **Rachel Debling** on April, 12 2019 | Amenities & Comfort



Four different patterns created in the 1960s by Maija Isola will adorn the series of kits, each in two different color schemes

[Finnair](#) has introduced a new series of Business Class amenity kits featuring Finnish design house [Marimekko](#). The range was released in conjunction with the March 31 launch of its new Helsinki-Los Angeles route.

The kits will be available on all transcontinental A350 and A330 flights. A press release from the airline notes that they were designed to complement the print and colors of the textiles found in Finnair's long-haul Business Class cabin, which were designed by Maija Isola, an iconic Marimekko designer.

Four different designs by Isola, found both on the kits themselves and on the included eye masks, are featured, each in two sets of colors: Rautasänky, Joonas, Jenkka and Pieni Meloo. Two designs are slated to be released every six months, and passengers can learn more about the designs by using a QR code included with the kit.

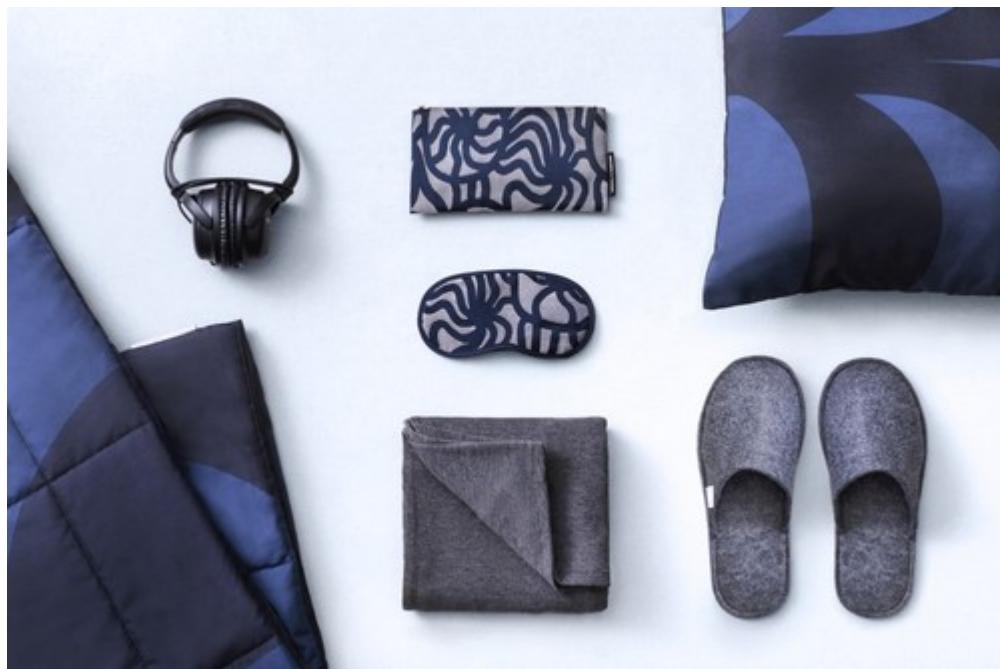
David Kondo, Head of Cabin Interior Development at Finnair, commented: "We wanted to introduce more patterns more often, so there is something new and fresh for our frequent flyers. The new kits have also been sized so they can live on after the flight for a variety of uses."

Finnair has also improved the quality of the mask's materials as well as the effectiveness of the kit's earplugs. Natural cosmetics by Swedish brand [L:A Bruket](#) round out the contents of the bags: an almond-coconut lip cream and a chamomile-lavender facial hydrator.

LA: Bruket hand soap and hand cream will also be available in the airline's Business Class lavatories, as well as in its airport lounge bathrooms and showers.

Kondo noted: "Finnair and L:A Bruket are both Nordic brands that value sustainability. We view this partnership as a great initiative to increase the appeal of our amenity kit. We're also trying to connect the lounge and inflight experience more and more for our customers, and offering organic and natural L:A Bruket products both on the ground and in the air is a great step in that direction."

Sustainability was a concern of the airline during the design process of the new kits: the toothbrush is made from bio-plastic containing cornstarch, and the earplugs' plastic wrapping has been replaced with wax paper. The slippers are also made from recycled plastic PET bottles and are delivered in a cardboard, not plastic, band. These small changes will help Finnair reduce plastic waste by nearly 4,500 kg per year, the airline states



Finnair has improved the quality of the earplugs and masks included in its Business Class amenity kits