

# Two Finnair A350s get a Moomin makeover



The Moomin characters can be spotted sharing a hug on the bodies of two A350s

In celebration of [Finnair](#)'s 100th anniversary this year, the airline has adorned two of its A350s aircraft with the most enduring and recognisable Finnish characters of all time: Moomintroll and Snorkmaiden. The Moomin aircraft will fly to various long-haul destinations within Finnair's network including Dallas, Tokyo, and Bangkok.

The characters can now be spotted sharing a hug on the bodies of two A350s.

The first time Moomin characters were pictured on our aircraft was in the 1990s. Since then, the airline has run various Moomin campaigns, giving our customers soft toys, inflight activity sets and other merchandise.

In a March 3 press release, Roleff Kråkström, CEO of Moomin Characters, said, "The Moomin brand presents travelers 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."

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 been featured in comic strips, television animations, theatre productions and even an opera. All this has driven a merchandising business valued at more than one billion US dollars annually, 40 percent 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 — Flying passengers since 1923**

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