



Tailored for success

PrivatAir's new collection of crew uniforms celebrates the company's 30th anniversary with a style statement worthy of our commitment to unparalleled passenger service

THIS UNIFORM is PrivatAir's sixth design since the company was created with only 25 crew members. We wanted to project a uniform that would be classic, while presenting a different image. We liked a 'business' look for the airline so we chose to have ties for both men and women.

Innovations such as cufflinks on all the shirts, tailored aprons and fitted overcoats combine practicalities with an attention to quality unsurpassed in luxury aviation, setting our crew members apart wherever they travel. The new design now reflects the company's corporate look – silver and blue – and will be a perfect fit for our latest acquired aircraft, the VIP-configured Boeing 767.

During one month of real-world, day-long testing on our Zurich to New York business-class-only service, the clothing proved the value of a design process that lasted one year and involved a committee of flight crew staff from all our worldwide bases. The testing phase found, for example, that pilots preferred short-sleeve shirts but longer pullovers. This sort of feedback is extremely valuable as it enables us to change items, before production. The logistics of making up three sets of uniform samples, sending them to different bases and then organising the fitting of all our crew, has been a challenging task.

To ensure that each uniform is individually tailored, every crew member has a detailed file

with all their measurements, making future ordering both swift and precise.

The uniform that has emerged has a look and style we plan to keep for the next few years. The crew members, who appear in the photographs modelling the new uniform, were also involved with the design committee.

Once finalised, the uniforms have been welcomed by crews and passengers alike on both flights and catwalks this year. Unveiled at Geneva's annual business aviation show in May, the collection also includes luggage, scarves and soft caps.

Operational from August, the uniforms have been issued to more than 300 employees on all our scheduled and charter services. ■