



# PrivatAir's New Uniform

At the beginning of 2006 a decision was made to change the uniform which PrivatAir had been wearing for some 6 years. Initially a crew uniform committee was formed, to oversee the selection of this new uniform. The ideas from those meetings helped us develop a specification of what, the new uniform should include. For example the Inflight Directors will have different color ties, so they are easily visible to both our ground staff and customers. Three suppliers were involved in the bidding process for this uniform and after a thorough review, a final Company was chosen.

We wanted to project a uniform that would be classic, and yet would present PrivatAir with a different image. We liked "a business look" for the airline and therefore chose to have ties for both the men and women.

The winning Company is based in Zurich, where we carry out our new entrant training. They always conduct wearer trials of the chosen uniform. This process is a check on the quality, comfort and practicality of the garments. The feedback we received from the crew who were involved in this two week trial enabled us to make some changes to the uniform. The shirt was changed, as it was found to be slightly itchy to wear for longer periods. The pilots also preferred short sleeve

shirts but longer pullovers. This sort of feedback is very valuable as it enables us to change items, before the full production is launched. Uniforms are all about detail, and getting those details right whether it be the cufflinks, or the wings badges, is time well spent. We also had to make sure that the Company's uniform regulations were modified, to reflect the new look and style.

Finally the Uniform committee and the supplier have had tight deadlines to work against. The uniform had to be ready for the EBACE show in May 2007. The logistics of making up 3 sets of uniform fitting samples, sending them to different bases and then organizing the fitting of all our crew, has been a challenging task. We only used trained personnel for these fittings as we want the crew members to feel, that this uniform has been individually tailored for them. As a result, each crew member now has a detailed file with all their measurements. This makes future reordering easier and very precise.

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

I hope their fresh faced smiles and confidence will inspire both their colleagues and customers that we have an attitude, style and flair with everything we do, in PrivatAir.

Peter Waters  
Cabin Crew General Manager



## Contact

PRIVATAIR  
Chemin des Papillons 18  
CH - 1215 Geneva 15  
Tel. +41-22-929-67-00  
[www.privatair.com](http://www.privatair.com)