








**Feed Your Cells**  
 with Centrum® Silver® Today
 SAVE \$2

AdChoices

-   
 The reason why United is dressing its...
-   
 How pilots land when they can't see the...
-   
 Baggage Fees Turned This Woman's...
-   
 Latest Updates on Winter Storms...
-   
 5 travel fails that can cost you money or...
-   
 Where to Find Great Deals on Winter...


**TRAVEL+LEISURE**

## United Has New Uniforms — and There's a Reason Airlines Are Dressing Their Employees in Purple

Cailey Rizzo 3 days ago



1/3 SLIDES © Courtesy of United Airlines  
United Airlines New Uniforms

Full screen 

United Airlines is incorporating purple into its new look — from the new uniforms that all 70,000 frontline employees will soon be sporting to new fabrics on its seating.

The new uniforms were developed in partnerships with Tracy Reese, Brooks Brothers, and Carhartt. Much of the new design is developed around the airline's new color scheme.

The central color is "Rhapsody Blue," which anyone who has seen the United logo will recognize. But the rest of the palette is heavy on neutral blues, grays, and purples.

**WATCH: Why you shouldn't freak out if you see your pilot sleeping on a flight (provided by TIME)**

Why You Shouldn't Freak Out If You See Your Pilot Sleeping on a Flight



Female cabin crew will don a dress with a lilac arm and an azure "Pacific Blue" curving stripe. Male flight attendants will have purple "Atlantic Amethyst" accents in their uniform, including on ties and pocket squares.

In addition to cabin crew, everyone from tech ops employees to customer service representatives will get new uniforms. United says below the wing uniforms will roll out at the end of 2019 and above the wing in fall 2020.

The addition of purple is no accident. Of all the color wheel, purple tends to be perceived as the most royal and trustworthy color — traits that flight attendant uniforms would want to convey. Purple also brings up subconscious connotations of bravery, luxury, and wisdom.

"When you get on the plane, they're the first people you see," Brooks Brothers designer Brian Lane told *USA Today* of the cabin crew. "They want to express their pride and their uniform to the customer who comes in. Because at the end of the day, flying is still something special."

Research by a consultancy firm called Color Communications Inc. found that it only takes 90 seconds for a customer to form an opinion of a brand — and up to 90 percent of that opinion can be influenced by color.

At a time when trust in airlines is at an all-time low (only 44 percent of passengers trust they'll be treated fairly if things go wrong), United isn't the only airline to add purple to their visuals. In 2018, Delta revealed new uniforms that went heavy on purple — despite being a brand new color to the airline's visuals.

Ad TOPICS FOR YOU

MORE FOR YOU



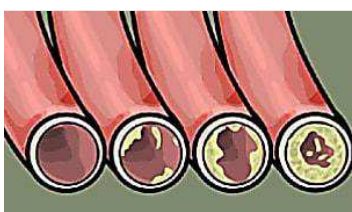
I Tried HelloFresh: Here's Why I'm Never Going Back

Ad Popdust for HelloFresh



This Free Upgrade Makes Amazon Prime Even Better

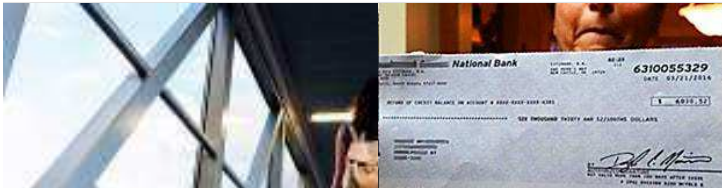
Ad Honey



15+ Surprising Foods That Naturally Unclog Arteries And Fight Heart...



Little Known Trick To Avoid Gutter Cleaning For Life And Increase Home...



## 25 Things You Must Do Before You Board a Plane

Travel + Leisure



Drivers who switch save an average of \$668 on car insurance.

Ad Progressive



## The 10 Most Comfortable Cars Under \$30,000

Ad Kelley Blue Book



## The 17 Best Small Towns in the South for a Romantic Getaway

Southern Living



Trip Ideas

Vacation spots you should avoid in 2019

The Active Times



Video

This could be the world's first space hotel

CNN



Trip Ideas

The most jaw-dropping bridge in every state

Love Exploring



Program Pays For Seniors To Renovate Their Home In Tampa (You Must...

Ad Senior Saving Club



Travel

No, You Can't Tip TSA Officers During the Government Shutdown

The Points Guy



This Farm Game is what everybody is talking about in America

Ad Big Farm | Play Free Now



People In Heavy Credit Card Debt are in for a Big Surprise

Ad Savvy Finance - Debt Relief Q...



New to cruising? How to book the right cruise for you in 2019

Relaxnews (AFP)



Tips

The Best Time of Day to Book Your Next Flight

Travel + Leisure



## Eight ways to save as theme park ticket prices soar

USA TODAY

Travel

## 10 Things the #10YearChallenge Taught Us About Air Travel

In the sky as on the ground, what a difference a decade can make. Or sometimes not. Turns out the #10YearChallenge that's been sweeping social media this week is more than just a way for people to show how much...

The Points Guy

Travel News

## How pilots land planes when they can't see the runway

CNN



Travel News

## Baggage fees turn trip into an \$800 nightmare

GOBankingRates



Travel News

## Latest Updates on Winter Storms Impacting Travel in Midwest, Northeast

TravelPulse

Tips

## Where to Find Great Deals on Winter Vacations

Consumer Reports



Travel News

## 5 travel fails that can cost you money or ruin your trip

USA TODAY



## What Happens if a Gun Goes off on a Plane?

The Points Guy



US

## Mexican Airline Trolls Americans With Ad About Debate Over the Wall

Time



Trip Ideas

## The 50 best beaches in the world

The Active Times