

WHAT'S UP IN THE SKY >



[July 4, 2017  
3:12 pm ET]

Delta  
Reportedly  
Looking to  
Purchase  
Stake in  
Jet  
Airways



[June 10,  
2018 11:18  
am ET]

Qantas  
Looking to  
Stretch  
Route  
Network  
Even  
Further by  
2022



[May 27,  
2018 11:31  
am ET]

Flights  
from  
Iceland to  
New York  
at All-Time  
High



An Alaska 737-800 at Reagan National Airport (Photo: AirlineGeeks | Craig Fischer)

[NEWS] January 25, 2020 12:33 am ET

By Connor Sadler

# Alaska Launches New Uniform Collection

Alaska Airlines announced on January 23 that it is rolling out its new uniform collection across Alaska and Horizon Air.

The new uniform is a custom-designed collection by Luly Yang and is the first uniform to be certified to STANDARD 100 by OEKO-TEX®.

The Alaska collection was first introduced in 2018, and since then it has been refined and adjusted with input from over 175 employees who tested the uniform on-the-job. The uniforms are to be rolled out through early 2020 to all employees. Horizon Air and Alaska Lounge concierges are already wearing the new uniform.

---



Alaska Airlines rolls out new uniform collection following years of research and testing (Photo: Alaska Airlines)

The uniform design process started by surveying thousands of employees, as well as focus groups and site visits to understand the focus groups' needs. Popular requests for the uniform included more pockets and suitability for different climates.



One of the top pieces of feedback from crew about what they would like to see in a new uniform was more pockets (Photo: Alaska Airlines)

Luly Yang focused on fit and function to include additional features in the uniform like water-resistant materials, activewear fabrics and flexible textiles that move with the body.

[In an interview with CNBC](#), Yang, the designer, said “This was the ultimate puzzle for a designer. In this case it was more than 20,000 clients, employees with hundreds of body shapes, 13 work groups and sometimes 45 sizes per garment. It was complicated, which is why I loved it.”



Suitability for a wide range of climates was also a popular suggestion from employees when surveyed about what the new uniform should have (Photo: Alaska Airlines)

Sangita Woerner, Alaska Airlines' Senior Vice President of Marketing and Guest Experience, said in a press release, "This is a major milestone that was years in the making. Before the designs, before the first stitch, before the first button sewn, we took steps to ensure that employee uniforms were safe and of the best quality,"

A blue promotional banner for Hilton. On the left, it says "PRICE MATCH GUARANTEE" with a white checkmark icon. In the center, it says "FIND A LOWER RATE, GET 25% OFF." On the right, there is a dark blue button that says "BOOK NOW" and the Hilton logo. At the bottom left, in small text, it says "Terms and conditions apply".



On-the-job testing was carried out to ensure the uniform was fit for purpose. (Photo: Alaska Airlines)

***STANDARD 100 by OEKO-TEX®***

The *STANDARD 100 by OEKO-TEX®* label ensures that garments meet or exceed global safety standards regarding harmful substances. Garments are tested down to the threads and dyes used when being certified.

The standard was developed in 1992 by textile research and testing institutes. The testing is known for ensuring that textiles are tested for potentially harmful substances and allergens. Over 1,200 safety tests were conducted on the uniforms.



The new uniform is the first U.S. airline uniform to be certified *STANDARD 100* by *OEKO-TEX®* (Photo: Alaska Airlines)

Jeff Paterson, Alaska Airlines Master Executive Council President of the Association of Flight Attendants, added, "The *STANDARD 100* by *OEKO-TEX®* certification is a first for our uniforms. The

association is very pleased that our partnership with management has resulted in a high standard of safety that will help flight attendants feel confident in wearing their uniform.”

AIRLINE EMPLOYEES

AIRLINE STAFF

AIRLINES

ALASKA AIRLINES

EMPLOYEES

FEATURED

UNIFORMS

Author

Recent Posts



## Connor Sadler

Connor has been in love with flying since the first time he boarded a plane when he was 5 years old. He loves all things aviation, and he hopes to make that his full time career in the future.

## RELATED STORIES

**[ RELATED STORIES ]** February 6, 2020 8:00 am ET

By Jose Antonio Payet



### Cathay Pacific Suspends 90 Percent of Flights to Mainland China

Cathay Pacific announced it will be reducing capacity to Mainland China by 90 percent, as a measure of precaution against...

**[ RELATED STORIES ]** February 4, 2020 8:00 am ET

By Ian McMurtry

**[ RELATED STORIES ]** February 4, 2020 10:00 am ET

By Victor Shalton



### Hawaiian Airlines Records Strong Fourth Quarter Financial Returns

Hawaiian Airlines, owned by Hawaiian Holdings Inc., has posted a strong fourth quarter financial report for 2019, recording a \$49.7...



## Big Names Drop Singapore Airshow Over Coronavirus Fears

Although aviation presence has already been hurt by the coronavirus outbreak in Asia, the trend has continued and has now...



### Outrage in Brazil as Historic C-47/DC-3 ...

4 days ago • 1 comment

[ Planes ] By João Machado  
Outrage in Brazil as Historic C-47/DC-3 is Shockingly ...

### U.K. Government Looks to Change ...

4 months ago • 4 comments

[ News ] By Daniel Morley  
U.K. Government Looks to Change Repatriation ...

### American Expects 737 MAX Return to ...

4 months ago • 1 comment

[ News ] By Pablo Diaz  
American Expects 737 MAX Return to Service in ...



#### AirlineGeeks.com Comment Policy

We welcome relevant, on-topic comments that stir a conversation about aviation or the airline industry.



0 Comments

AirlineGeeks.com

Login ▾

Recommend

Tweet

Share

Sort by Best ▾




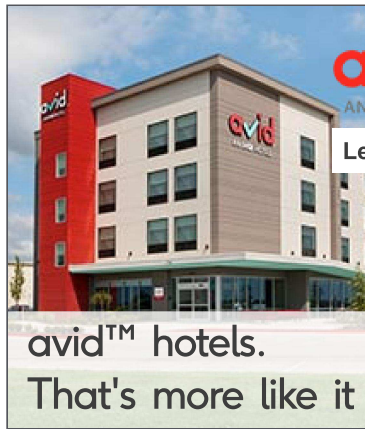
Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS

Name


Be the first to comment.



Sprint

# Sprint Perks

YOUR JOB gets you more.



Get our **Unlimited Premium** plan for the price of our **Unlimited Plus** plan.

That's an additional value of

# \$875

line/year

## ON US.

Visit a Sprint Store or

[Learn more](#)

Restrictions Apply

Latest News

**[ TOP STORY ]** February 6, 2020 10:00 am ET

By James Dinsdale



## FOREIGN PILOTS WORKING IN CHINA REMOVED FROM DUTIES WITHOUT PAY

Following the outbreak of the Coronavirus, which has claimed the lives of more than 450 people, airlines in China are now having to significantly downsize their flying programs due to the lack of demand in travel. Last week saw a great number of major airlines across the globe significantly reduce...



[ February 6, 2020 8:00 am ET ]

Cathay Pacific announced it will be reducing capacity to Mainland China by 90 percent, as a measure of precaution against...



[ February 5, 2020 11:44 am ET ]

Smyrna, Tenn.-based airline Contour Airlines, just announced the addition of three new routes from Indianapolis. The announcement came this morning...



[ February 5, 2020 11:14 am ET ]

A Pegasus Airlines Boeing 737-800 has been involved in an accident following a landing at Istanbul Sabiha Gokcen Airport, Turkey....

