

New fashions for Delta flight attendants

Delta Flight Attendants Introduce Golden Anniversary Ensemble

Delta flight attendants, on June 17, will introduce a new look in flight attendant fashions as the new uniforms are worn for the first time. This new fashion look is called "Golden Anniversary Ensemble," and appropriately so as June 17 is the 50th Anniversary date of Delta's start of scheduled passenger service.

The new Delta female flight attendant fashions were created by noted designer Pat Ashley of Omniform, a part of the Jones Apparel Group. She said, "The designing of this wardrobe was a great challenge to me. I adhered to one basic design concept, and the first and most important thing I had to settle on was color. I selected earth tones—mocha brown to beiges, and dusty rose to pink. For a touch of elegance I included deep tone velvet vests and silky feminine blouses in pale shades."

Colors for the ensemble pieces are related tonally, so that they can be mixed or matched for a look of individuality even while retaining the overall unifying concept. There's an almost unlimited number of ways to mix and match since all the colors work so beautifully together.

To assure fit, the "Golden Anniversary Ensemble" was presented to the flight attendants in what is called a "pre-fit" program. In this way the garments selected by the 6,000 flight attendants were tailored to the individual's needs at Omniform service centers in flight attendant base cities.

"A uniform transition involving 6,000 people takes a considerable amount of time, effort and planning to get from the drawing board to the flight attendant," remarked Jeanette Easley, Assistant Vice President-Passenger Service. "Yet, all has gone very well, and on June 17, in one swift move, all Delta flight attendants in the air that day will be in their new attire."

Ms. Easley sees the new uniform as a trend setter in the industry. "In addition to the garment designs," she said, "the unique total option feature of this wardrobe is a trend setter."

Unlike most airlines, Delta turns to flight attendant personnel to help select the uniform they will wear. A "Uniform Committee" composed of flight attendants reviews all proposals submitted to designers from major clothiers. They consider style, fabrics, colors, durability, and comfort when reviewing these designs.

Designer Ashley knows the needs of the flight attendant well. She said, "Because the clothes must be functional as well as attractive, I kept in mind the type of movement necessary for each garment. Silhouettes were styled for combinations both feminine and tailored."

Major components in the new ensemble



of some three dozen pieces include the following:

- Reversible overcoat in brown and beige
- Beige raincoat
- Short and long sleeved blazers
- Shawl jackets
- Pants
- Skirts in both mock wrap and A-line styles
- Blouses in both short and long sleeved versions in open neck, ruffle neck and tuxedo front styles
- Sweaters including a turtleneck and sweater set complete with pullover vests
- Vests in velvet and reversible models
- Dresses, jumpers and serving aprons
- Accessories such as scarves, belts and a crushed brim hat

Not to be upstaged is the male flight attendant whose new wardrobe was designed by Uniflite, a subsidiary of Andrew Pallock and Company. Designed to be representative of men's fashions into the 1980s is a collection of coats, pants, vests, and

blazers in dark brown, medium brown, and beige.

The three-piece suit, available in all three colors, is of 55 per cent polyester and 45 per cent wool. The suit jacket has patch pockets, notch lapels in a new narrow width. The suit pants are cut in the latest slim silhouette look, and the vest has a fabric back for a finished look.

The suit colors were selected to permit a mix of the suit components for a classic look. An added special feature of the new uniform is the double-breasted jacket in dark brown. It can be worn as a jacket with contrasting slacks or as a suit.

To keep the uniform neat during meal service is a butcher style apron with a wide wrap for extra protection. The neck strap is adjustable and the apron has two large patch pockets. The fabric is washable polyester and cotton.

The accessory items include a choice of solid and striped shirts and selection of four different ties. There is also a sleeveless pullover sweater to complete the collection.