

CATHAY PACIFIC NEW UNIFORM FACTSHEET

Background

Over the last 60 years, Cathay Pacific has changed the uniforms for its customer-facing staff a total of nine times. Change is necessary to keep the uniform design current and to reflect the airline's progressive nature.

Along with its brush-wing aircraft tail, Cathay Pacific's staff and their uniforms are the most recognised symbols of the airline's brand. The Cathay Pacific brand stands out from the crowd because it is elegant, assured and contemporary.

Cathay Pacific's uniform is stylish, elegant and unique – a uniform that sets Cathay apart from its competition and is symbolic of a modern Asian airline respected worldwide for quality, style and gracious service.

The Designer

Eddie Lau is very much home-grown talent and is recognised as Hong Kong's leading fashion designer. He is best known for his high fashion couture evening wear but also specialises in sophisticated coordinates in silk, wool, linen and viscose. Having studied fashion and fabrics in London, Eddie returned to his home city and became the first Hong Kong based-designer to show his creations in London, Paris, New York, Tokyo and China. His "East is Red", "Shanghai Chic" and "Orient Express" collections won international acclaim, while his "Eddie Lau", "Kai" and "Tailor Lau" labels are sold in the best department stores worldwide. His image work for superstars in Hong Kong helped to reinforce Eddie Lau as a household name throughout Asia.

Eddie designed the current Cathay Pacific uniform back in 1999 with a design refresh in 2004, and now has returned to design the latest Cathay Pacific uniform.

Design Concept

Apart from looking stylish and matching the airline's brand image, the uniform was designed to take into consideration factors such as the working environment, the highly variable climates staff work in, cultural and religious sensitivities, and health, security and safety regulations. The airline also took into account the need to minimise the environmental impact during the uniform's production.

The new uniform is an "evolution" of the existing uniform, building on the signature elements of the current design and, at the same time, incorporating new elements that make a fashion statement and also support the progressive nature of the brand. The new uniform design has to last a minimum of 10 years. The signature features which will be maintained are:

- Red - the brand heritage colour of the Cathay Pacific uniform
- Brush-wing logo
- Standing collar and cuffs
- Long skirts

Throughout the design and development process, the project team consulted more than 100 Marco Polo members and 1,000 uniform staff. A wearer trial was conducted over a six-week period to ensure the new uniform will be practical and functional for staff as well as meeting all occupational health and safety requirements. Following the trial, the project team reviewed feedback from staff and made modifications in terms of practicality and functionality.

Key Features

- A new fabric with mechanical stretch, providing more comfort and ease of movement, has been introduced for all female uniform blouses
- For female Flight Attendants and Customer Service Officers:
 - New matte champagne colour for standing collar and cuffs
 - New red apron with matte champagne collar
- For female Senior Purser and Supervisors:
 - Champagne colour blouses and burgundy jacket are introduced to represent the role of senior front-line staff to our passengers
- For female Inflight Service Managers, Airport Services Manager, and Managers on Duty:
 - The colour black has been chosen to give a more solid, authoritative and elegant look.
- For the male uniform, an ottoman fabric jacket and vest in dark and light olive colours have been selected to give a more modern, smart and sleek look.

Individual Uniforms

| Inflight Service Manager, Airport Services Manager, and Manager on Duty | | |
|---|---|--|
|  | <p>Female</p> <ul style="list-style-type: none"> → Black jacket with shiny champagne brush-wing collar → Black blouse with shiny champagne collar → Black skirt with two slits at the back → New brush-wing badge on jacket → New name badge on blouse → Black overcoat → Black shoes with both high and low heels → Barely black stocking → Black handbag | <p>Male</p> <ul style="list-style-type: none"> → Dark Olive ottoman fabric jacket with lapel collar → White long-sleeved shirt → Dark Olive ottoman fabric vest with shiny olive jacquard back → Black trousers (single pleat) → Black jacquard base tie with champagne stripes → New brush-wing badge on jacket → New name badge on vest → Black overcoat → Black belt → Black shoes |
| Senior Purser & Supervisor | | |
|  | <p>Female</p> <ul style="list-style-type: none"> → Burgundy jacket with shiny champagne brush-wing collar → Champagne jacquard blouse → Short black skirt with 2 slits at the back → Long black skirt with burgundy and champagne lining → New brush-wing badge on jacket → New name badge on blouse → Black overcoat → Black shoes with both high and low heels → Barely black stocking → Black handbag | <p>Male</p> <ul style="list-style-type: none"> → Dark olive ottoman fabric jacket with Mandarin collar → White long-sleeved shirt → Light olive ottoman fabric vest with shiny olive jacquard back → Black trousers (single pleat) → Champagne jacquard base tie with black stripes → New brush-wing badge on jacket → New name badge on vest → Black overcoat → Black belt → Black shoes |

| Flight Purser & Service Leader | | |
|--|--|--|
|  | <p>Female</p> <ul style="list-style-type: none"> → Rose red jacket with matte champagne brush-wing collar → Rose red jacquard blouse → Black skirt with 2 slits at the back → New brush-wing badge on jacket → New name badge on blouse → Black shoes with both high and low heels → Barely black stocking → Black handbag → Black overcoat | <p>Male</p> <ul style="list-style-type: none"> → Dark olive ottoman fabric jacket with Mandarin collar → White long-sleeved shirt → Light olive ottoman fabric vest with shiny olive jacquard back → Black trousers (single pleat) → Black jacquard base tie with red stripes → New brush-wing badge on jacket → New name badge on vest → Black belt → Black shoes → Black overcoat |
| Flight Attendant & Customer Service Officer | | |
|  | <p>Female</p> <ul style="list-style-type: none"> → Rose red jacket with matte champagne brush-wing collar → White brush-wing printed blouse with rose red collar → Rose red colour skirt with two slits at the back → Red apron/smock with matte champagne collar → Black shoes with both high and low heels → New brush-wing badge on jacket → New name badge on blouse → Barely black Stocking → Black handbag → Black overcoat | <p>Male</p> <ul style="list-style-type: none"> → Dark olive ottoman fabric jacket with Mandarin collar → White long-sleeved shirt → Light olive ottoman fabric vest with shiny olive jacquard back → Black trousers (single pleat) → Red jacquard base tie with shiny champagne stripes → New brush-wing badge on jacket → New name badge on vest → Black belt → Black shoes → Black overcoat |

**Cathay Pacific Airways
Corporate Communication Department
December 2010**