

Fashion In Flight: A History of Airline Uniform Design

Reference for Press Photographs: IDs, captions, credits



Photo file name: SFOM-FIF-01

Braniff International Airways hostess in uniform by Emilio Pucci 1965

Photo credit: Braniff International Public Relations Archives, History of Aviation Collection, UT-Dallas



Photo file name: SFOM-FIF-02

Braniff International Airways hostess in uniform by Emilio Pucci 1965

Photo credit: Braniff International Public Relations Archives, History of Aviation Collection, UT-Dallas



Photo file name: SFOM-FIF-03

United Air Lines stewardesses 1939

Photo credit: United Airlines Archive



Photo file name: SFOM-FIF-04

Transcontinental & Western Air hostesses 1939

Photo credit: SFO Museum/ TWA Clipped Wings International, Inc.



Photo file name: SFOM-FIF-05

Transcontinental & Western Air hostess 1939

Photo credit: SFO Museum/ TWA Clipped Wings International, Inc.



Photo file name: SFOM-FIF-06

Transcontinental & Western Air hostess uniform by Howard Greer 1944

Collection of SFO Museum

Gift of TWA Clipped Wings International, Inc.

Photo credit: SFO Museum

Howard Greer

Hollywood fashion designer Howard Greer (1896–1974) created this fitted suit in light blue wool gabardine. It was known as the “cutout” for the openwork TWA lettering on the shoulder. With suggestions from supervisor of hostess services Ida Staggers, Greer introduced the “blou-slip,” a combined undergarment in rayon and satin that did not need constant tucking in. The triangular jacket flap could be unbuttoned to cover the TWA lettering, allowing the hostess to smoke or have a cocktail while off duty. This style of uniform was worn until 1955.



Photo file name: SFOM-FIF-07

Transcontinental & Western Air hostesses in uniform by Howard Greer c. 1949

Photo credit: SFO Museum/ Estate of Audrey McNamara Nevis



Photo file name: SFOM-FIF-08

Trans World Airlines hostess uniform by Oleg Cassini 1955

Collection of SFO Museum

Gift of TWA Clipped Wings International, Inc.

Photo credit: SFO Museum

Oleg Cassini

Paris-born American Oleg Cassini (1913–2006) worked in New York and Hollywood during an illustrious career that famously included being First Lady Jacqueline Kennedy's official designer. In 1955, he introduced a fitted suit for TWA hostesses that was issued for five years. In a medium brown wool for winter, this summer version in lightweight green wool has a collarless jacket and belted skirt. The embroidered lettering was repeated on the cotton blouse. The colors were coordinated with the cabin interiors of the airline's Lockheed Constellation for trans-Atlantic service at the height of the propliner era.



Photo file name: SFOM-FIF-09

Pan American World Airways stewardess uniform by Don Loper 1959

Collection of SFO Museum

Gift of Jane Luna Euler/Beatrice H. Springer/John J. Dunne

Photo credit: SFO Museum

Don Loper

A well-known and multi-talented Hollywood figure, Beverly Hills designer Don Loper (1906–1972) added airline stewardesses to the long list of stars wearing Don Loper originals. This wool suit in Tunis Blue creates a fresh look with sharp, angular features exclaiming the aerodynamic mood of the exciting new jet age. The fitted jacket's hourglass shape is emphasized by the slant of the triangular faux pocket flap, swept-back cuff, and partial peaked collar boldly traced by the blouse. A matching pencil skirt with a deep kick pleat completes the silhouette, while the hat's forward fin and white piping punctuate the statement.



Photo file name: SFOM-FIF-10

Pan American World Airways stewardesses in uniforms by Don Loper 1959

Photo credit: SFO Museum/Terry J. Rice



Photo file name: SFOM-FIF-12

Braniff International Airways hostess uniform by Emilio Pucci 1966

Collection of SFO Museum

Gift of Sandra C. A. Thomas in memory of Anne Karin Walker

Photo credit: SFO Museum

Emilio Pucci

Masterminded by advertising executive Mary Wells Lawrence and unveiled in 1965, Braniff's revolutionary new identity shocked the airline industry. For "The End of the Plain Plane" campaign, designer Alexander Girard (1907–1993) introduced a vivid color pallet, while Italian-born fashion impresario Emilio Pucci (1914–1992) re-conceptualized the airline uniform. Pucci's 1965 Gemini IV Collection was multi-layered for inflight quick-change combinations of suits, tunics, and culottes. Pucci then introduced this 1966 Supersonic Derby outfit. The harlequin-print nylon jersey, tights, and bowler hat have Central American instruments and pre-Columbian art motifs. Footwear designer Beth Levine (1914–2006) created the striped calfskin boots.



Photo file name: SFOM-FIF-13

Braniff International Airways hostesses in uniforms by Emilio Pucci 1965

Photo credit: Braniff International Public Relations Archives, History of Aviation Collection, UT-Dallas



Photo file name: SFOM-FIF-14

United Air Lines stewardess uniform by Jean Louis 1968

Fashionaire, a Division of Hart, Schaffner & Marx

Hat by Mae Hanauer

Collection of SFO Museum

Gift of United Airlines Historical Foundation

Hat insignia: Gift of Georgia Panter Nielsen

Photo credit: SFO Museum

Jean Louis

Parisian by birth, Hollywood costumer Jean Louis (1907–1997) designed for hundreds of leading ladies, including a famous strapless gown worn by Rita Hayworth in “Gilda.” A frequent nominee and Oscar-winner, Louis had a long engagement with United Airlines and created this uniform for the airline’s 4,500 stewardesses. The popular A-line, double knit wool skimmer is slightly fitted and came with a choice of hemline length from top-of-the-knee to three inches above. Worn from 1968 to 1970, the all-season outfit came in Hawaiian Sunset and Malibblue with a Miami Sands stripe. Two optional dresses were also made in Miami Sands with a Hawaiian Sunset or Malibblue stripe.



Photo file name: SFOM-FIF-15

United Air Lines stewardess in uniform by Jean Louis 1968

Photo credit: United Airlines Archive



Photo file name: SFOM-FIF-16

Air France stewardess uniform by Cristóbal Balenciaga 1969

Courtesy of Air France

Photo credit: SFO Museum

Cristóbal Balenciaga

Praised by his peers, Spanish designer Cristóbal Balenciaga (1895–1972) was a master of the sartorial arts—personally designing, cutting, and sewing his creations. He opened an Air France department within his Paris fashion house for the creation of this uniform. This winter suit, in navy blue woolen serge, perfects the semi-fitted look as it liberates the form and retains a lithe appearance. Overlaid flap pockets and a riding hat in satin velour create *la mode aéronautique*. The knee-length, shaped skirt has kangaroo pockets, and the turned down collar of the Terylene twill blouse adds to the outfit's liberating comfort. After finishing the Air France collection, Balenciaga closed his fashion house.



Photo file name: SFOM-FIF-17

Pan American World Airways stewardess uniform by Frank Smith for Evan-Picone 1971

Collection of SFO Museum

Gift of Thomas G. Dragges/Teresa Damgaard/Hildur Kirchdoerfer

Photo credit: SFO Museum

Frank Smith, Evan-Picone

Dubbed “The Uniform for the Superjet Era,” and created for the new wide-body jet service, this uniform marked a new direction in Pan Am’s approach to fashion. It was created by Frank Smith (1927–2007), chief designer at career wear manufacturer Evan-Picone, to be “a functional and fashionable wardrobe that could be worn in all seasons, and of such quality that it would enhance the Pan Am image.” For the first time, the Pan Am stewardess could choose from two colors, Superjet Blue or Galaxy Gold. Fashioned after an English riding habit, it has a modified chesterfield jacket and a flared camisole skirt in polyester with the airline’s first above-the-knee hemline, and a cotton blouse with neckpiece. Topping off the dramatic new look is the bowler derby.



Photo file name: SFOM-FIF-18

Trans World Airlines female flight attendant uniform by Valentino 1971

Collection of SFO Museum

Gift of TWA Clipped Wings International, Inc.

Photo credit: SFO Museum

Valentino

Rome-based fashion designer Valentino Garavani (b. 1932) brought his passion for color to TWA in 1971 with a uniform collection that included men's wear and pants for women. With a business-like look, this plum polyester knit dress suit has signature buttons and scarf. It marks a transition in airline fashion as age limits were removed and the profession became a longer-term career.



Photo file name: SFOM-FIF-19

Japan Air Lines stewardess uniform by Hanae Mori 1970

Collection of SFO Museum

Gift of Thomas G. Dragges

Hanae Mori

Japanese designer Hanae Mori (b. 1926) started her fashion career in Tokyo for the film industry in the 1950s and began presenting *haute couture* in Paris in 1977. This "fifth generation" JAL uniform was designed in 1970 for the airline's first wide-body jet service. The dark blue polyester knit mini-dress was a striking departure from JAL's earlier uniforms and is accessorized with a red belt, a semi-rigid bumper brim hat, and a two-tone silk scarf.



Photo file name: SFOM-FIF-20

United Airlines female flight attendant uniform by Stan Herman 1976

Collection of SFO Museum

Gift of Diane Willems Vaughan/United Airlines Historical Foundation

Photo credit: SFO Museum

Stan Herman

New York-based fashion designer Stan Herman (b. 1932) counts several airlines among a long list of large companies for which he has created uniforms. From 1976 to 1981, thousands of United's cabin crewmembers wore a combination of Herman's western style all-season uniform called Classic U.S.A. This three-piece, vested-suit version in rust Dacron polyester, was worn over the cream long sleeve body blouse highlighted in orange and red piping with a logo pattern. The optional hat with a narrow brim proved popular with flight attendants.

Photo credit: SFO Museum



Photo file name: SFOM-FIF-21

United Airlines flight attendants in uniforms by Stan Herman 1976

Photo credit: United Airlines Archive

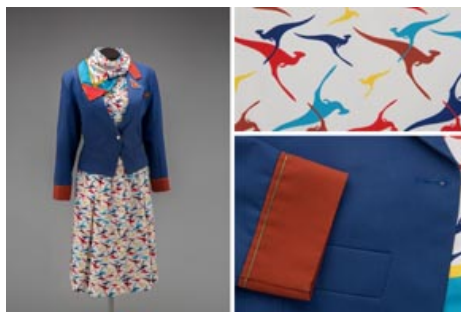


Photo file name: SFOM-FIF-22

Qantas Airways female flight attendant uniform by Yves Saint Laurent 1986

Collection of SFO Museum

Gift of Suzanne de Monchaux

Photo credit: SFO Museum

Yves Saint Laurent

In 1986, renowned French couturier Yves Saint Laurent (1936–2008) introduced this Qantas uniform, which was worn until 1991. The cropped, tuxedo-style jacket has the wide lapels, padded shoulders, and narrow waist of Saint Laurent's 1980s power-suit designs for his Rive Gauche label. Terracotta collar and cuff trim project a regimental formality, while the colorful Qantas flying kangaroo pattern of the cotton-poly skirt and blouse add a festive air.



Photo file name: SFOM-FIF-23

Aeroméxico flight attendant uniform by Macario Jiménez 2008

D'nieto

Collection of SFO Museum

Anonymous gift

Jacket insignia: Courtesy of Aeroméxico

Scarf: Courtesy of Veronica Dawson

Photo credit: SFO Museum

Macario Jiménez

Mexican fashion designer Macario Jiménez studied at Milan's Marangoni Institute and created his own clothing brand in 1994 specializing in women's ready-to-wear. His Aeroméxico uniform, worn from 2008 to 2011, is a polyester knit suit worn with a skirt or pants. The trim, tailored look of the jacket and skirt is highlighted with red piping, a two-tone tie belt, and dramatic kick pleat. The outfit is finished with the multicolor scarf.



Photo file name: SFOM-FIF-24

Virgin Atlantic Airways female flight attendant uniform by Vivienne Westwood 2014

Courtesy of Virgin Atlantic Airways

Photo credit: SFO Museum

Vivienne Westwood

The major influence in British punk fashion, Dame Vivienne Westwood (b. 1941) created London street fashion in the seventies and began showing in Paris in 1981. She brought her unique style to Virgin Atlantic in 2014 with this current uniform to match the airline's maverick attitude. In signature red, the exquisitely tailored suit recalls 1940s *couture* and Westwood's earlier nipped-waist Bettina jacket with a darted pencil skirt. A high collar and asymmetric frilled jacquard blouse underscore the Anglocentric qualities of this forward-looking design.



Photo file name: SFOM-FIF-25

Virgin Atlantic Airways female flight attendant in uniform by Vivienne Westwood c. 2014

Photo credit: Virgin Atlantic Airways

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Photo file name: SFOM-FIF-26

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