

## **ANA Unveils New Uniforms Designed By Prabal Gurung**

*Renewal of Flight Attendant and Customer Service Uniforms Since 2005*

**Tokyo, April 24, 2014** - ANA, Japan's leading airline group, unveiled new flight attendant and customer service uniforms, a visual expression of the airlines continued global focus and reinvention strategy.

Created by New York fashion designer Prabal Gurung, whose designs have been worn by First Lady Michelle Obama, the Duchess of Cambridge and Lady Gaga, the uniforms reflect ANA's clean, modern and minimalist brand aesthetic and will be worn by more than 13,000 of the airline's employees.

The designs, which mark the 10<sup>th</sup> generation of ANA uniforms, feature a combination of light gray jackets and charcoal skirts and pants, enriched with eye-catching accents of ANA's trademark blue.

To differentiate each of the uniforms, Gurung created brightly colored scarves and aprons that feature modern Japanese flower patterns, a nod to the airlines Japanese heritage and innovative brand and service outlook.

"ANA pays such close attention to detail and I wanted to celebrate this throughout the designs," said Gurung. "My objective was a balance of elegance and timelessness with a modern, fresh appeal. It was also important to communicate ANA's innovative approach while ensuring the crew members' could express their individuality while representing the brand well.

As the most visible form of branding, the new uniforms bring to life the essence of ANA's focus on providing the highest level of Japanese hospitality and service while showcasing the airline's passion for progress and reinvention.

"I'm very proud of these beautifully designed uniforms produced with Mr. Gurung", said ANA President and CEO Osamu Shinobe. "As a global, full service carrier, our hope is to present a rejuvenated and energetic image through these uniforms."

The new uniforms will appear on ANA flight attendants, ground and lounge staff this winter.

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### **About ANA**

All Nippon Airways (ANA) is the eighth largest airline in the world by revenues (2012) and the largest in Japan by passenger numbers (2012). Founded in 1952, ANA flies today to 54 international routes and 111 domestic routes with a fleet of 236 aircraft. ANA has 14,000 employees. In 2012, it carried 45 million passengers and generated revenues of \$15.8 bn. ANA has been a core member of Star Alliance since 1999 and has joint-ventures with United Airlines on trans-Pacific and Asia routes and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 26 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazines, and was awarded five stars in 2013 and 2014 by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customers and biggest operator of the Boeing 787 Dreamliner.

## CABIN ATTENDANT

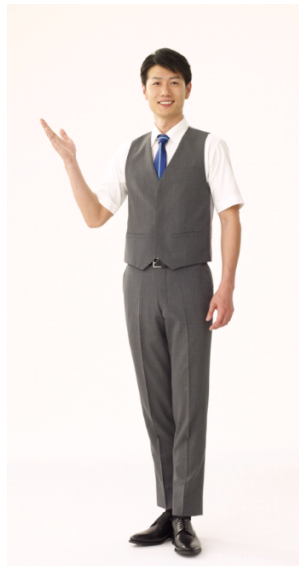


with jacket

three types of blouses



with jacket



with vest

## GROUND STAFF



with jacket



with vest



two types of blouses



with jacket



## LOUNGE STAFF



with jacket



with vest