

ANA Announces Prabal Gurung to Design New Uniforms for Cabin Attendants and Ground Staff

TOKYO May 29, 2013 – ANA Group, Japan’s largest airline group, will be introducing new uniforms for Cabin Attendants and Ground Staff as the Company transitions to a new corporate structure and celebrates its sixtieth anniversary. ANA is delighted to reveal that the new uniforms will be designed by acclaimed fashion designer Prabal Gurung, whose designs have been worn by First Lady Michelle Obama, the Duchess of Cambridge and Lady Gaga.

Prabal Gurung was born in Singapore, raised in Nepal and began his design career in New Delhi. He then moved to New York where he studied at Parsons The New School for Design while interning with Donna Karan. Upon graduating, Gurung joined the design team at Cynthia Rowley before assuming the role of design director at the iconic Bill Blass. In 2009, Gurung launched his own collection, PRABAL GURUNG, at New York Fashion Week.

Gurung’s philosophy encompasses modern luxury, indelible style and an astute sense of glamour, complementing ANA Group’s vision for the future of the Group. The new uniforms will raise the bar in terms of quality and style at the full-service carrier and help ANA to deliver best in class customer satisfaction as it strives to become the world’s leading airline group.

The new uniforms will be worn by almost 10,000 ANA staff members from second half of 2014. The design of the uniforms will be unveiled in the coming months.

“The uniform worn by our cabin attendants and ground staff is the most highly visible form of branding for our customers,” said Toshitaka Watanabe, Senior Vice President responsible for CS Promotion and Products & Services Innovations. “ANA is thrilled to work with Prabal, one of the most promising and celebrated designers of his generation, to create a new concept for ANA, helping us to deliver the highest level of Japanese hospitality to our customers.”

“It is a great honor to partner with ANA as it celebrates its sixtieth anniversary and enters this new and exciting phase of growth. The new uniform will pay homage to the history of the airline while incorporating a fresh and modern perspective. I have been

hugely inspired by this project, particularly incorporating my own personal passion for luxury and glamour with that created by ANA's Ground Staff and Cabin Attendants during the flight experience. I am looking forward to unveiling my designs in the coming months and watching them fly throughout the world with ANA," says Prabal Gurung.

Concept of the new uniform

The new uniform will be introduced to celebrate the sixtieth anniversary of the company, which occurred last year. In line with this, Prabal Gurung was briefed to create a design which conveyed a feeling of "new challenges" and "evolution" and we wanted our Ground Staff and Cabin Attendants to look radiant. The uniforms will also convey a sense of Japanese hospitality.

About the designer

(1) Prabal Gurung

Prabal Gurung is a talented and celebrated young designer. His focus on quality and innovation has placed Gurung at the forefront of American fashion with designs worn by leading ladies including First Lady Michelle Obama, The Duchess of Cambridge, and top American celebrities including Gwyneth Paltrow and Oprah Winfrey. In 2010 he was the recipient of the Ecco Domani Fashion Fund Award and selected as runner up for the 2010 CFDA / Vogue Fashion Fund.

In 2011 Gurung was honored as one of USA Network's Character Approved Award recipients, named goodwill ambassador of Maiti Nepal, a finalist of the Cooper-Hewitt National Design Award and was the recipient of the 2011 CFDA Swarovski Award for Womenswear. In 2012, Gurung was named Chief Designer of Onward Kashiwama's ICB brand. Most recently, Target announced its partnership with PRABAL GURUNG as the 2013 designer collaborator.



About ANA

All Nippon Airways (ANA) is the eighth largest airline in the world by revenues (2011) and the largest in Japan by passenger numbers (2012). Founded in 1952, ANA flies today to 31 international destinations and 50 domestic cities with a fleet of 232 aircraft serving a network of 175 routes. 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 24 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazines, and was awarded five stars by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customers and biggest operator of the Boeing 787 Dreamliner.

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