



## **BACKGROUND**

### **Air Canada rouge Flight Attendant Uniform & Look**

#### **Women**

- Burgundy knit sweater set, white sweater shell, white blouse and slim-cut washable wool trousers in slate grey.
- Signature Air Canada rouge burgundy scarf with a colourful logo-letter motif.
- Custom-designed heather grey Fluevog shoes with burgundy soles and trim and hot pink buckles.

#### **Men**

- Burgundy knit sweater set including vest and cardigan, white dress shirt and slim-cut slate grey washable wool trousers.
- Signature Air Canada rouge colourful plaid tie.
- Distressed-look grey Fluevog brogues with burgundy laces paired up with multi-coloured patterned dress socks.

#### **Women and men**

- Street-style heather grey pinstriped trilby hat accented with a colourful 'r' favicon pin to be worn in airports and for boarding/deplaning.
- Clean-lined black all-season coat with removable liner and burgundy wool scarf.
- Compact black luggage with burgundy trim: 2 pieces for men (carry-on suitcase and thermal lunch tote) and 3 pieces for women (carry-on suitcase, thermal lunch tote and small purse).

## **Pilots**

Two new elements to complement their current midnight-blue Air Canada uniforms:

- New burgundy tie featuring Air Canada rouge's 'r' favicon repeat pattern.
- Pilot wings pin featuring Air Canada rouge's "r" favicon centered between two gold metal wings.

## **Beauty and grooming**

Montreal's L'Oreal has created "the look" for Air Canada rouge flight attendants, using products from its leading brands Maybelline New York and Redken Fifth Avenue.

Lead Make Up artist Grace Lee and Redken specialists have developed and will train flight attendants on the distinctly fresh and young Air Canada rouge look including custom cosmetic kits and hair products.

## **More on the uniform approach and clothing/luggage partners**

Typically, airline uniforms can take anywhere from 12 to 24 months from conception to delivery. The Air Canada rouge uniform was developed in a fraction of that time by adapting existing comfort-tested basic uniform elements to Air Canada rouge's unique colors and style.

The uniform has been designed and largely manufactured in Canada in collaboration with experienced and creative uniform fashion companies and individuals.

- Canadian designer Marilena Cobuzzi of Mari C. Design in Montreal created the colorful motif for the scarves and ties, incorporating the Air Canada rouge relaxed font and bright colour palette.
- Michael Waxman's Nicci Uniform of Montreal designed and is manufacturing the chic new all-weather overcoats and washable grey wool trousers.
- Markham, Ontario's Cobmex Apparel Inc. is manufacturing all knitwear.
- Vancouver-based John Fluevog Shoes designed and is manufacturing the men's and women's footwear that combines both extended-wear comfort and savvy street fashion.



- Bentley Leather developed compact roll-aboard luggage in black with burgundy accents including carry-on size suitcases, thermal lunch bags and a women's shoulder purse.

**Contact:**

Nicole Schaeffer, Narrative PR

416-922-2211 ext. 3287

[nicole.schaeffer@narrative.ca](mailto:nicole.schaeffer@narrative.ca)

