

QANTAS MARKS NEW ERA FOR AIRLINE WITH UNIFORM REDESIGN SET FOR THE RUNWAY

News / Airlines



Qantas is embarking on a major uniform redesign for the first time in over a decade as the national carrier ramps up its historic fleet renewal program, continues to invest in customers and prepares to conquer the final frontier of aviation with the launch of Project Sunrise. The airline cements its path to an ambitious future ahead, it will begin to overhaul one of the most visual representations of the brand – the Qantas uniform – by searching for a new Australian designer to take it into the next era.

Putting its people at the heart of the redesign, Qantas will begin surveying its uniformed workforce of more than 17,500 team members today to assist in developing the new uniform, which will represent the future of the national carrier.

Qantas Group CEO Vanessa Hudson commented: “We have ambitious plans for the future and transforming the way we reflect the brand is critical to that. Our uniform represents the Qantas spirit all over the world. With a vast and growing international and domestic network, a historic fleet renewal program underway and the final frontier of global aviation just around the corner it’s time to define a new look for our people that reflects where we are heading. Since our beginnings, the

way we represent the brand has evolved significantly. While the uniform style may have changed, what hasn't changed is the pride our people have in wearing it, which is why we are putting them at the core of the design process. Our people have loved wearing the current design, which was created by Martin Grant in 2013, and I want to thank him for his partnership over the course of the last decade."



Past designers of the uniform include Peter Morrissey, Yves Saint Laurent, George Gross and Harry Who, and Emilio Pucci, which have often reflected key moments in the Flying Kangaroo's 105-year history. Qantas will now engage several Australian designers to review the requirements and undertake a selection process for what will become the eleventh uniform in its history.

The next uniform designer will be announced in the coming months with Qantas planning to debut the new design in 2027. The new look will form part of the airline's major fleet investments in the coming years with more than 100 aircraft on order across the Qantas Group over the next decade and significant investments being made in the current fleet.



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