

Delta picks Posen to design new uniforms

By **Rick Lundstrom** on April, 30 2015 | Airline & Terminal News



New York-based fashion designer Zac Posen will be creating a new look for nearly all of its uniformed employees of Delta Air Lines. The new uniforms are expected to launch in early 2018.



Posen will design a uniform collection for Delta's flight attendants and airport customer service agents and advise on the uniform project for Delta's ramp and ground support agents, Delta Cargo agents and Delta TechOps employees.

Over the next few months, Posen will work with Delta employees to better understand the specialized needs of Delta's workforce. The prototypes will then undergo intensive wear testing to ensure functionality and fit before the final collection is produced. Consistent with Delta's culture, employees will drive the project and be heavily involved in every phase along the way.

"Through challenges and triumphs, the Delta uniform has been a source of great pride for generations of Delta people and continues to serve as a symbol of our values and the world class service for which we're known," said Tim Mapes, Delta's Senior Vice President – Marketing. "With Zac's talent and expertise, and in partnership with Delta people worldwide, we look forward to creating a timeless, fashionable and functional new collection that will continue to be a point of pride and symbol of our brand for the 170 million customers who fly with us each year."

The new uniform program is part of a larger brand transformation and investment as Delta works to innovative brand attributes in all areas of the customer experience, including airport facilities, technology and global products and services.

"I'm thrilled to partner with this classic American brand and look forward to collaborating with Delta employees to understand their wants and needs for the new collection," said Posen. "Together, we will bring everyday elegance and style innovation to the ground and air alike, while making employees look and feel their best."