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# Turkish invokes glamour with new uniforms

By **Rachel Debling** on September, 13 2018 | Airline & Terminal News



Turkish Airlines' latest crew looks, as shot by Miles Aldridge

[Turkish Airlines](#)' cabin crew will be showing off a new look in celebration of the airline's 85 years in the sky.

The latest uniforms, inspired by "classic elements of Turkish design and culture", will debut next month following the opening of the Istanbul New Airport, according to a press release.

The airline notes that "the new uniforms incorporate traditional patterns found in artisanal glassware, ceramics and calligraphy with contemporary textures and details," with colors and design elements found in Istanbul's Bosphorus peppered throughout.

Milan-based [Ettore Bilotta](#) is designer behind the national flag carrier's new look. The collection contains hats, gloves, dresses, bags and accessories and features a deep red and anthracite grey palette to match Turkish's branding. The uniforms of the cabin, cockpit, flying chefs and ground services have been amalgamated into a single design approach for a "holistic brand experience."

M. İlker Aycı, Turkish Airlines' Chairman of the Board and the Executive Committee, commented: "Turkish Airlines is always thrilled to collaborate with such creative and distinctive talents. These designs blend elegant and practical design, while maintaining traditional elements of Turkish design and culture. Our new uniforms are professional and stay true to a culture of hospitality, just like our airline."

"When I started to design for Turkish Airlines, the first thing that inspired me was Istanbul," Ettore Bilotta, the designer behind the uniforms, also stated. "This city has been a melting pot for art and

civilization for centuries and has a rare richness as a common heritage of many cultures. I wanted to bring elements from traditional calligraphy and mosaics together with the new interpretations of Turkish motifs, which emphasize modern lines, into foulards and ties to reflect a contrast and duality.”

The collection was shot in Istanbul by globally-renowned British photographer and artist [Miles Aldridge](#).

"I was really inspired when I saw the uniforms as they hark back to a golden age of couture fashion from the 1950s, but with a very contemporary twist," he noted. "Again, it's very much like my own work which is always referencing the past but very much being in today."