

ULCC Swoop flies new uniforms

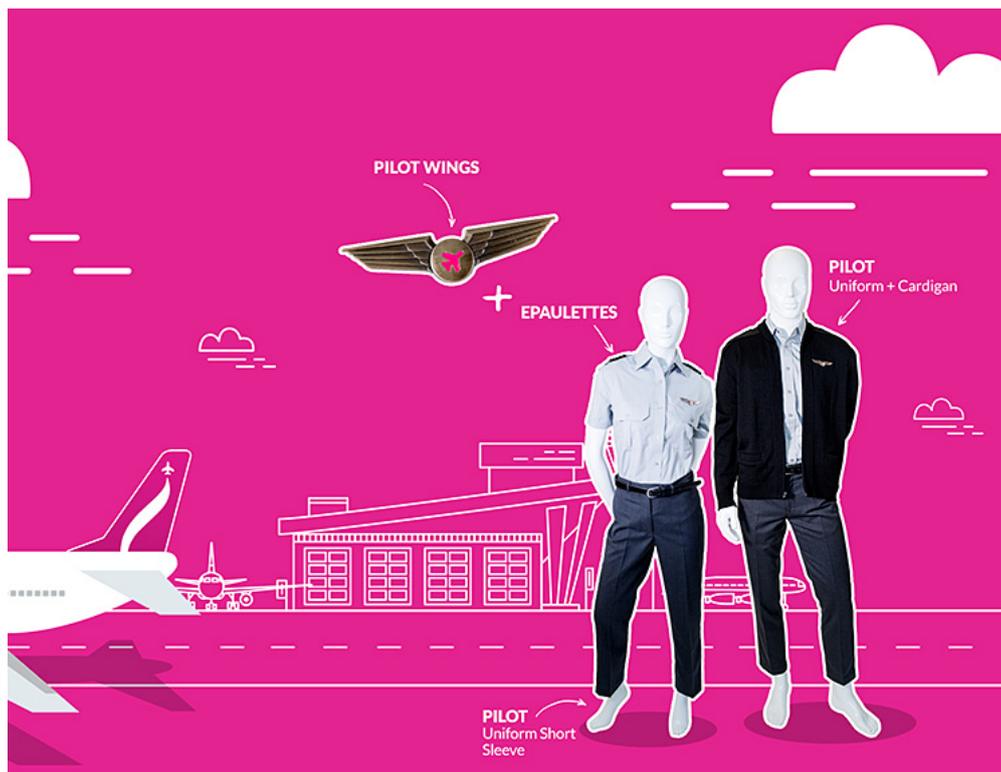
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On June 20, [Swoop](#), [WestJet](#)'s new ultra-low-cost offshoot, unveiled its comfortable and casual uniforms featuring the bright magenta that the carrier has made a cornerstone of their brand.

"We set out to create a uniform that was comfortable, versatile and stylish, while keeping costs low," Kellie Farrer, Swoop's Sr. Leader, Inflight, noted on the company's website. "I'd describe the uniform as a modern take on classic styles. The staple uniform pieces have a monochrome palette that is accented with the signature Swoop magenta so you get a little bit of fashion and a lot of function."

Pilots have a choice of short- or long-sleeved grey button-up collared shirts, charcoal pants and optional zip-up cardigan in black. The cardigan features button holes for their epaulettes and stitched pinholes for their pilot wings. The look is characterized as being "casual," without the usual hat or tie.



Swoop's cabin crew have uniform options, too: a charcoal grey dress, or pants and a short- or long-sleeved white collared shirt. (Customer service agents will also wear the same shirts with their own black or charcoal pants.) Accessories such as a black or magenta belt, Swoop neck scarf, and cut-away or zippered cardigan can also be added to the outfit. In the fall, a custom dress with a mandarin collar will also be available.



According to [Swoop's website](https://www.flyswoop.com), the uniform also includes:

- Swoop-branded crew luggage and insulated lunch kit
- A form-fitted black jacket with embossed Swoop rondelle logo on the left chest, thumb hole sleeves and small magenta accents including a logo zipper pull and neck tab
- A black down jacket
- A grey and magenta Swoop lanyard
- Bronze pilots wings
- Silver brevet-style name badges for cabin crew and customer service agents

Photos: [flyswoop.com](https://www.flyswoop.com)