

Air Serbia gives retired uniforms new life as travel pillows



Air Serbia continues its “Uniforms Given a New Purpose” project with Child’s Heart, repurposing retired employee uniforms into practical travel products

[Air Serbia](#) and the [Child’s Heart](#) humanitarian organization have expanded their “Uniforms Given a New Purpose” project with a new travel pillow made from retired employee uniforms.

The latest product continues the airline’s effort to repurpose former uniforms into practical, durable items that extend the lifecycle of existing materials. Previous products created through the initiative include toiletry bags, laptop bags and tote bags.

The travel pillow was made using material from skirts that were once part of Air Serbia employee uniforms. Leftover fabric from vests, previously used in the production of laptop bags, was repurposed as filling for the pillows. Air Serbia said the approach gives surplus material a new function while further reducing textile waste.

The partnership between Air Serbia and Child’s Heart was created to give retired uniforms from the national airline a new purpose. Different parts of the uniforms are transformed into products that can continue their lifecycle in a new form.

The project also has a social component. People with developmental disabilities engaged through Child’s Heart are involved in the production process, combining sustainable resource management with support for inclusion and employment opportunities.

Creating the travel pillow marks another step in making full use of the available material. Air Serbia said even remnants left over from previous products have been repurposed, reflecting the project’s central idea that thoughtful design, creativity and planning can significantly extend the lifespan of textiles.

“From the very beginning, we wanted this project to show how sustainability can also be incorporated into everyday business processes,” said Bojana Knežević, Head of Marketing and Guest Experience at Air Serbia. “It is particularly important to us that we are able to find a new purpose even for material that has already been used to make other products, because in this way we are truly making use of every part of it.”

Knežević said the travel pillow is another example of how retired uniforms can be transformed while supporting an important social initiative.

The “Uniforms Given a New Purpose” project is part of Air Serbia’s wider effort to implement sustainability principles through practical actions. By repurposing retired uniforms, the airline is reducing textile waste, extending the use of existing materials and encouraging a more responsible approach to resources.

The new travel pillow continues that approach, showing how uniforms can remain part of the Air Serbia story even after their original purpose has ended.