

Video clip: Bodd brings tailored precision to United Airlines uniforms

The Bodd x United Airlines uniforms case study

Australia-based technology company [Bodd](#) is helping [United Airlines](#) bring speed, precision and personalization to its uniform program, designed and manufactured by historic clothing retailer Brooks Brothers. Bodd's 3D body scanning technology delivers accurate functional-fit recommendations across United's full uniform catalogue for flight crew, customer service representatives and pilots—a workforce of 60,000 employees. The system scans to provide a functional fit sizing match in less than a minute, whereas a traditional tailoring session would take an hour or more.

In an August YouTube video released by Bodd, Jamie Park, Brooks Brothers Vice President of Uniforms, points out that completing the project without Bodd would have taken decades.

In the video, Corey Miller, Brooks Brothers' Director of Technical Design, says, "Everything that goes into the Bodd system is still validated by humans and has the eye of tailoring, while amplifying a tailor's hands and eyes a million times."

"A personal tailoring session conducted by a senior tailor, such as Corey Miller, was afforded to every single United Airlines staff member that went through the Bodd process," explains Rob Fisher, CEO and Co-Founder of Bodd. He emphasizes that instead of that tailoring process taking an hour or more, "It was literally conducted by the Bodd system in about 60 seconds."

A Bodd representative tells *PAX International* that the platform is designed with security and privacy as core features.

"When Brooks Brothers introduced us to Bodd, we immediately realized this was the right fit for our needs," says Soudeh Mansourian, Managing Director, HR Services, Employee Experience and Insights at United Airlines, in the YouTube video. She highlights the future potential of the technology for United Airlines. "We have a significant number of new hires every week, so we are excited for our employees to go through this experience moving forward."

Bodd informs *PAX International* that several major airlines are planning to adopt its technology, citing automation of processes such as uniform fittings as a way to save time, reduce costs and improve operational efficiency.