

Air Dolomiti bridges fashion and tradition with updated crew uniforms



Air Dolomiti's refreshed crew uniforms will debut in August

[Air Dolomiti](#) has unveiled the design of its updated flight attendant uniforms, set to debut onboard from August.

On the occasion of its 35th anniversary, the airline is renewing one of the most symbolic elements of its identity: a distinguishing feature which, since 1991, has represented not just professional attire, but the expression of the company's values.

Throughout its history, Air Dolomiti has always placed the uniform at the heart of the travel experience, thanks to collaborations with major names in Italian fashion, including [Fendi](#), [Roccobarocco](#), Martinelli, [Cinzia Rocca](#) and Laura Strambi for Metiki, the July 6 press release said. The uniform has always combined elegance, quality and identity, bringing an authentic, recognizable style of hospitality on board.

This latest collection was created in collaboration with the stylist Antonio Pitagora, a creative designer with experience in the international fashion system alongside maisons such as Fendi, [Valentino](#), and [Dolce & Gabbana](#), and currently head designer of haute couture (Atelier) and the occasion wear line (The Event Collection) at Pronovias.

The color chosen for the new collection is blue, enhanced with subtle turquoise details. The collection prioritizes high-quality materials, including virgin and merino wool and cotton yarns. The fabrics are designed to be comfortable, practical, elegant and durable, while maintaining their performance over time.

A key innovation in the collection is the introduction of the women's dress designed to provide an elegant yet contemporary fit. The range also includes coordinated men's suits and matching accessories, including personalized scarves with exclusive patterns, belts and bags.

Each piece has been designed using a bespoke approach. The uniforms are produced using a process that combines size measurement, careful tailoring and advanced technology to ensure maximum comfort and the perfect fit.

The project was carried out by Forint, an Italian company with a long-standing reputation for providing professional and corporate uniforms. Forint was chosen for its proven experience in the sector, its industrial strength and its ability to combine innovation, manufacturing quality and tradition.

"The new uniform design reflects our evolving role within Lufthansa Group. From the colour blue, which now symbolises our alignment with the group, to our expansion into new European routes, this change represents our commitment to innovation and growth while staying true to our roots. For Air Dolomiti the uniform is much more than just an item of clothing; it is a symbol that accompanies every flight and has always embodied the joy of connecting people and emotions in an unmistakably Italian way," said Steffen Harbarth, CEO, Air Dolomiti.

The collection becomes a tangible expression of the company's values: energy and openness, care for people, attention to quality and reliability.