

Kuwait Airways launches new uniforms and more



Kuwait Airways' new uniforms were designed in cooperation with the Italian Designer Ettore Bilotta

[Kuwait Airways](#) is launching a number of services including new flight crew uniforms and onboard menus, home check-in services and classes with different seat designs on A330NEO aircraft.

Speaking at a recent function at KAC headquarters, where the announcements were made, Kuwait Airways Chairman, Captain Ali Al-Dukhan stated: "This announcement of customer service enhancements is a continuation of programs launched by the company a year ago, which includes transformation, development, and access to the best levels of beyond excellence in services, as well as achieving its desired strategies."

The new uniforms were designed in cooperation with the Italian Designer [Ettore Bilotta](#). The patterns were inspired by combining the features of diamonds with desert colours. The new styles combine modernity with the legacy of Kuwait Airways, which was established in 1954.

In a recent press release, Al-Dukhan said that "Kuwait Airways is steadily moving towards its set plans, as it launched new services under the title 'The Blue Bird Reveal', which will bring about a

comprehensive transformation in all the services provided to our customers, and in pace with the best international standards of the commercial air transport sector, thereby reaching broader horizons."

According to the release, the company received three new aircraft last year: one A320NEO and two A330NEO. Kuwait Airways also launched new destinations such as Manchester, Madrid, Casablanca, Trabzon, Mykonos, Kuala Lumpur, and Hyderabad.

Al-Dukhan stated that Kuwait Airways achieved positive results in the year 2022, "as revenues grew by 10 percent in 2022 compared to 2019 and to 115 percent compared to 2021. The profit margin improved to 40 percent in 2022 compared to 2019 and to 37 percent compared to 2021. In addition, passenger traffic in Terminal 4 grew by 26 percent in 2022 compared to 2019 and by 229 percent compared to 2021."

State-of-the-art seats

Kuwait Airways Chief Executive Officer, Eng. Maen Razouqi, said in the release that "Kuwait Airways will be pursuing a comprehensive change through the implementation and design of comfortable seats and different travel classes on the Airbus A330NEO aircraft, that suit the preferences of the company's valued customers and will be implemented in the middle of next year, with the following categories:

- Elite Class with seats that can be converted into fully flat seats, equipped with an 18-inch screen, as well as USB type A and C ports, in addition to wireless charging and Bluetooth service.
- Comfort+ or Comfort Plus, which are characterized by the possibility of reclining up to 10 inches, providing a footrest for more comfort, a control unit and privacy divider features for the headrest and equipped with an 18-inch screen with USB Type A and C inputs.
- Comfort Class, characterized by reclining up to 6 inches, with an articulated seat base and U-Dream headrest, in addition to providing 12-inch screens and USB port of Type A and C."

Home Check-In Services

Razouqi explained, "Kuwait Airways will launch the Home Check-In services by the end of February for Royal Class passengers travelling to all destinations except for New York. This service includes allocating new cars equipped with the latest equipment for weighing luggage and providing check-in procedures, issuing boarding passes, as well as designating a bus to the passenger's home."

In the release, Al-Dukhan predicted a growth in passenger traffic by approximately 4.5 million passengers and an increase in operations by more than 30 percent in 2023. He also pointed out that "the Blue Bird is always committed to implementing social responsibility programs such as training 100 high school students and university graduates, participating in the Balsam project with the Kuwait Red Crescent Society and donating 100 wheelchairs to the Ministry of Health."