

Lufthansa unveils uniforms with BOSS ahead of centenary



Lufthansa unveils its new BOSS-designed uniforms, blending heritage-inspired tailoring with modern functionality for cockpit, cabin and ground crews

[Lufthansa](#) has introduced a new uniform collection for cockpit, cabin and ground staff, blending heritage design with modern functionality as the airline prepares to celebrate its 100th anniversary.

The collection was unveiled at a fashion show held at the Lufthansa Group's Hangar One visitor and conference centre, marking the first major uniform update in more than 20 years. Developed in collaboration with fashion brand [BOSS](#), the new designs reflect a shared focus on precision tailoring, quality and timeless style.

A key element of the project was its co-creation approach. Employees from across Lufthansa's uniformed divisions contributed to the design process, testing garments for comfort, durability and operational functionality. Their feedback helped refine approximately 40 new and updated pieces that will form the airline's next-generation uniform program.



Lufthansa's new cabin crew uniform, featuring a sleek silhouette and the airline's signature yellow accent

The collection maintains Lufthansa's signature aesthetic, anchored in dark blue tones and accented with the airline's iconic yellow. Among the standout additions is a cape designed for cabin and ground staff, a piece that pays tribute to the airline's heritage while signalling a forward-looking brand identity.

"Our new uniform is far more than just a piece of clothing; it is an expression of our identity and a promise to our guests worldwide," said Jens Ritter, CEO, Lufthansa Airlines. "It stands for quality, reliability and the unmistakable style that our passengers experience on every journey."

The collaboration also establishes a long-term partnership between Lufthansa and BOSS, aligning two brands known for craftsmanship and premium positioning. James Foster, SVP Global Marketing at HUGO BOSS, notes that the designs combine tailoring expertise with aviation insight to deliver durability and elevated aesthetics across all roles.



Lufthansa employees gather in the new uniform collection beneath a historic aircraft, marking the airline's next chapter ahead of its 100th anniversary

Sustainability has also been integrated into the concept. The uniform system allows employees to mix and match new and existing pieces, supporting resource efficiency while offering flexibility in personal styling.

The rollout of the new uniforms will begin in phases from the fourth quarter of 2026, reinforcing Lufthansa's commitment to innovation and its positioning as a leading premium airline.