

# SAS combines tradition with modern design for fresh crew uniforms



A look at updated uniforms for SAS

[SAS](#) is launching updated crew uniforms for its 9,000 representatives, combining Scandinavian tradition with a fresh, forward-looking design. For nearly 80 years, SAS uniforms have reflected the airline's identity as a trusted Scandinavian carrier, the February 3 press release said. With a growing and diverse crew and customer base, the new uniforms embrace functionality and innovation while honoring the airline's rich heritage.

"Updating the uniform policy was a significant step forward in refreshing who we are as an airline. These changes reflect a more modern expression while maintaining our commitment to professionalism, safety, and care," said Pernille Ormholt Vang, Chief People Officer at SAS.

The updated uniform design was created through close collaboration across departments at SAS, with insights that inspired a modern, functional, inclusive and sustainable design that embodies the Scandinavian values of SAS.

"The uniform is more than just a recognizable feature — it is a vital work tool for our colleagues and an expression of our strong heritage and identity," said Kristine Mayer, SAS Design Director. "Uniform trends often reflect the era in which they are worn, serving as a core expression of an airline's identity. As SAS has embarked on a new and exciting chapter, it's only fitting that we update our look. I believe this uniform will become iconic, representing modern Scandinavia on the global stage, as we always have."

The key features of the updated uniforms include:

- Timeless meets modern: The silhouette draws inspiration from the iconic SAS uniforms of the past, designed by names like Christian Dior and Calvin Klein. It blends a modern, approachable aesthetic with premium materials and dynamic accents.
- Inclusivity and individuality: Gender-inclusive uniforms with neutral items, optional sneakers, and allowances for visible tattoos and piercings enable team members to showcase their personalities.
- Sustainability: Materials were chosen with longevity in mind and some existing items will be reused or upcycled to minimize waste.
- Functionality and adaptability: The uniform balances form and function, with pieces suited to varying roles, seasons and weather conditions.

“Everyone in our company is unique, and it’s important that we create a culture where colleagues feel confident expressing their identity,” said Vang. “People are at the heart of everything we do, and by welcoming greater diversity of personal expression through initiatives like our gender-neutral uniform, we believe we become more relevant to the people and communities we serve.”

The updated uniform builds on recent changes to SAS’ appearance policies, including allowances for optional sneakers, visible tattoos and piercings. The airline said these updates, introduced last summer, reflect SAS’ commitment to fostering a workplace where individuality is respected and celebrated.

The uniform rollout will begin this month, with old and new items coexisting during a yearlong transition.