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# SAUDIA debuts uniform update

By **Jane Hobson** on February, 5 2020 | Airline & Terminal News



SAUDIA has refreshed its cabin crew uniform with hues of purple, beige, gold and royal blue

[Saudi Arabian Airlines](#) (SAUDIA) has announced the rollout of its new cabin crew uniforms, featuring a refined new take on the attire designed for members of the hospitality team on board.

The national flag carrier of the Kingdom of Saudi Arabia began the preview of the new uniform on the airline's [Paris](#) (CDG) and [London Heathrow](#) (LHR) routes, with the complete rollout expected by mid-2021.

The overall look and image comes as part of the cabin enhancement and hospitality additions. The uniforms feature a color palette that includes shades of purple, beige, gold and royal blue. Arabesque designs and accents feature all throughout the defined touches, from the pins to the womens' scarf, fabrics, signature blazers and more. Inspirations from the nation's culture and landscape influence the new designs, encompassing the heritage, colors and identity of Saudi Arabia. The new uniform gives a revitalized look from the name badge to cuff links, belts, suit, hat, pin, shoes and travel bag.

Starting initially with the onboard team, the new designs will also be applicable to the ground services team members at airports within Saudi Arabia and abroad.

According to the February 3 press release from SAUDIA, “It is a reflection of the airline’s global expansion in recent years. Guests have been warmly receptive to the recent changes and the cosmopolitan, hospitable nature of the onboard service.”

A consortium of designers and product specialists within the airline designed the new custom cabin crew apparel, which took roughly 18 months from design to launch. In the development, SAUDIA incorporated input from its team members, including perspectives on ease of wear, material comfort and sustainability. The materials used include a selection of mixed poly-wool and elastane fabrics.

“The valuable support and insight from the inflight services team contributed immensely to the final products, ensuring that design and practicality coincide harmoniously,” the release said.

Previously, SAUDIA made slight modifications to the previous uniform look in 2012 for men and 2014 for women.