

Virgin Atlantic's gender identity policy becomes more inclusive



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[Virgin Atlantic](#) has updated its gender identity policy to reflect the diversity of the workforce. Now crew, pilots and ground team have the choice to dress in a uniform that best reflects them.

Virgin Atlantic uniforms, designed by Vivienne Westwood, come in two styles: a red fitted blazer with matching skirt and a burgundy option with a suit jacket and pants. Regardless of gender, gender identity or gender expression, all employees now have the option to choose what uniform they wear to work.

"The updated gender identity policy is so important to me," said Jamie Forsstroem, Cabin Crew at Virgin Atlantic. "As a non-binary person, it allows me to be myself at work and have the choice in what uniform I wear."

The airline's ongoing effort to encourage self-expression also includes the introduction of optional pronoun badges and an updated ticketed system that allows travelers with gender-neutral passports to make their bookings with the gender-neutral title 'Mx.' According to the recent release, the optional pronoun badges will be available to customers as well as employees upon request and a longer-term plan is in the works to provide inclusive booking options for travelers from countries who do not yet

offer gender-neutral passports.

“At Virgin Atlantic, we believe that everyone can take on the world, no matter who they are,” Juha Jarvinen, Virgin Atlantic’s Chief Commercial Officer said. “That’s why it’s so important that we enable our people to embrace their individuality and be their true selves at work.”

The updated policy was announced yesterday with a [new video](#) and fashion shoot that Michelle Visage, Tanya Compas, Talulah-Eve and Tyreece Nye were a part of.

“As the mother of a non-binary child, and as an ally to the LGBTQ+ community, these efforts by Virgin Atlantic to further inclusivity for its people are extremely important and personal to me,” Visage said. “People feel empowered when they are wearing what best represents them, and this gender identity policy allows people to embrace who they are and bring their full selves to work.”

The airline previously offered cabin crew the choice to wear trousers and flat shoes as well as declaring make-up a personal (and not mandatory) choice. Recently, the airline started to allow crew member and front-line staff to display visible tattoos. These changes come as part of the airline’s ‘[Be Yourself](#)’ agenda. Mandatory inclusivity training is also on the horizon for people at all levels across Virgin Atlantic and Virgin Atlantic Holidays, said the release.