

Airline uniforms evolve with sustainability and smart design, says SKYPRO

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SKYPRO CEO Jorge Pinto says uniforms are the human expression of a brand

In the competitive world of commercial aviation, a uniform does far more than identify crew—it embodies the essence of an airline’s brand. For the flagship carriers of the Middle East and Asia, style in the skies has become a defining feature of luxury. From the rich burgundy tones of [Qatar Airways](#) to the timeless sarong kebaya of [Singapore Airlines](#), each design tells a story of heritage, refinement and hospitality.

“Uniforms are the human expression of a brand. They carry the power to communicate the entire concept and storytelling that defines a brand’s positioning,” says Jorge Pinto, CEO of [SKYPRO](#). “At SKYPRO, our mission is to craft powerful concepts and translate them into designs that connect airline professionals with their customers and the core values of each airline. It is a fascinating process with tremendous return on brand equity.”

Carriers in the Middle East and Asia excel not only in uniform design but also in the finer details of crew image and behavior, making uniforms a key element of this immersive brand experience.



Jorge Pinto, CEO, SKYPRO

“The cultural map of each airline is fundamental,” Pinto explains. “It connects the emotional expectations of regional customers with brand identity and recognition. Every element contributes to a theatrical experience that begins the moment a crew member puts on their uniform and continues until they reach their hotel or home.”

Airlines in these regions are increasingly prioritizing crew wellness and sustainability alongside aesthetics. SKYPRO integrates ergonomic design and advanced materials that enhance comfort on long-haul routes.

“The new definition of luxury is sustainability,” says Pinto.

SKYPRO’s mySKYPRO platform helps airlines reduce uniform purchases by up to 30 percent, cutting carbon emissions in the process. Reuse plays a major role: producing a single blazer emits about 25 kilograms of CO₂, while reusing one generates just 1.5 kilograms—a reduction of more than 95 percent.

A strong reuse program can also save thousands of trees, Pinto points out.

The company is advancing R&D in post-consumer garment pre-hygienization, increasing the number of uniforms eligible for upcycling without compromising quality. Fiber-level markers help airlines know exactly when a garment should be replaced, enabling smarter lifecycle management and maintaining impeccable standards. Years of research also allow SKYPRO to measure the environmental footprint of uniforms, giving airlines precise, transparent ESG reporting capabilities.

“We envision garments that adapt to temperature, improve posture and even monitor wellness indicators,” Pinto says.

