Virgin Atlantic brings back Princess Diana's iconic sweatshirt for charity



Virgin Atlantic brings back its iconic “Fly Virgin Atlantic” sweatshirt, famously worn by Princess Diana in the 1990s, in support of Save the Children

Virgin Atlantic has announced the return of its iconic navy "Fly Virgin Atlantic" sweatshirt, famously worn by Princess Diana in the 1990s, with proceeds supporting its ongoing partnership with Save the Children.

The replica sweatshirt pays tribute to the original worn by Princess Diana on November 20, 1995. An initial collection of 250 sweatshirts will be available exclusively through Virgin Atlantic's Retail Therapy online store, operated by Tourvest.

The navy crewneck features ribbed hems and cuffs, alongside the vintage Flying Lady motif inspired by 1930s pin-up artwork. The design places the Flying Lady between the words "Fly" and "Atlantic," with "Virgin" incorporated into the figure's cape.

Made from soft cotton, the sweatshirt is available in adult and limited children's sizes, retailing for $64 and $51, respectively.

For every sweatshirt sold, $10 will be donated to Save the Children to support children affected by

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crises worldwide. Tourvest has waived its retail fee to direct additional funds toward the charity.

Virgin Atlantic has also made a separate donation to The Diana Award, recognizing the late Princess's legacy of compassion and youth advocacy.

"Princess Diana's Virgin Atlantic jumper became an icon of freedom and individuality," said Sophie Woodford, Head of Creative and Design, Virgin Atlantic.

"Replicating it for Save the Children lets us celebrate her legacy with a fresh twist, combining style, purpose and a little Virgin Atlantic spirit along the way."

The initiative builds on Virgin Atlantic's existing partnership with Save the Children, which supports communities affected by humanitarian emergencies, including natural disasters and regional conflicts.

Through the partnership, Virgin Atlantic contributes to Save the Children's Emergency Fund, helping provide access to healthcare, food, shelter and education for children affected by crises.

Nicola Terry, Chief Marketing Officer of Tourvest Retail & Catering, highlighted the company's involvement in the collaboration.

"By waiving our associated fees, we've ensured that more funds go directly to Save the Children, helping to make a real difference for children affected by crises worldwide," she said.

The limited-edition sweatshirts are available for purchase through Virgin Atlantic's online https://order.virginatlantic.com/ Retail Therapy store.

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