

Taking off in Style

What image are you portraying with the new look?

I remember distinctly some years back when I dressed former Miss SA Penny Coellen, when asked what she was going to do after her reign, she replied "I want to become a flight attendant." Your job is looked up to and idolized by many and what we need to do is bring back that aspect. To bring back the glamour, the grace and the elegance that epitomizes a flight attendant. When you walk down the aisle in an aircraft you've got about three hundred pairs of eyes rivetted on you. It is your moment on the catwalk. Passengers sit there with very little

to do other than study you. I wanted to create poise, chique and class that is also comfortable, less restraining and of course fashionable. We need to create dreams up in the air.

How did you approach the design factor and did the company put forward any specifics?

All I was told was to create something that was bright, striking and stood apart. I looked for something that was synonymous with SAA, that would be instantly recognizable. So I looked to the skies for inspiration. The tail motto of



"It is your moment on the catwalk"



the aircraft provided me with the colour concept. I worked with a plain colour for the uniform and used the bright splashes of the tail motto for scarves. Continuity of this one theme is expressed in fine motif on the borders of the jacket and the shift dress and which is also reflected in the different classes onboard the aircraft.

You designed a complete and comprehensive uniform including accessories. Indeed no stone was left unturned. Can you touch on the reason for this?

Yes I have included plain but striking diamanté earrings, elegant high heel step-out shoes and servers for both the male and females. I also wanted to do away with the usual clutter of gold that some flight attendants drape themselves in, which is not only

distasteful but also unbecoming. Standardized accessories also create a look of uniformity.

The men's line is most impressive and the style very current. Tell us more.

I have created a very sleek, crisp and clean look that's easy to wear. I've introduced a waistcoat for the gentlemen that has the tail colours in it, which is also symbolic of the different routes of SAA. As with the ladies uniform I've created a comfortable and attractive shoe.

Included in the range is extensive uniform for ground staff, maternity wear, crew tracksuits and even a new raincoat. Responses at the two showings were phenomenal. The roadshow was also staged in Cape Town and Durban and was well received.