



UNIFORM

Lookbook

“It’s been quite a journey to get here—and here we are! I would like to thank the uniform teams and every single employee who helped us get to this point. Everyone’s hard work, passion and feedback has been invaluable. I am very proud of this uniform and how well it represents our brand. We hope you feel great when you put it on. Here’s to looking amazing everywhere you go!

– Sangita Woerner,
VICE PRESIDENT OF MARKETING



“It is important that our design process begins with the discovery of the brand and its people. Thoughtful designs are created from the inside out.

– Luly Yang
DESIGNER



Meet the
Designer

Luly Yang

When we embarked on the new uniform program, it was important to find a designer who understood what our company stands—and flies—for; someone who could translate the heart and soul of Alaska employees into a wearable representation of the brand.

In our first meeting with Seattle-based designer, Luly Yang, we knew that she was a perfect fit. Her dynamic background in architectural graphic design, combined with a detail-oriented couture concentration, was exactly what we needed to take our look to new heights. She is internationally known for her timeless design solutions, quality of work and signature fit—successfully marrying “form and function” in every piece, and we were thrilled to bring her and her experienced creative team on board.

Yang believes strong design begins with building a strong foundation. She typically kicks off her creative process by listening to and understanding a customer’s needs—even when that customer is 20,000+ employees with different perspectives. This, on top of keeping a cohesive brand image, is something she acknowledges is an incredible and rewarding opportunity, and she welcomed the challenge to combine ready-



Meet the
Designer

Luly Yang

to-wear comfort, style and flexibility with the brand distinction, durability and stability of uniforms. Aesthetically, Yang was inspired by the curves and organic shapes of aerodynamic movement, making the element of flight a thread that connects the collection together. Her vision for creating pieces that boast both confidence and comfort—on top of incorporating the vital input from employees across all uniformed workgroups—has helped the new program solidify its intention to be expressive of the brand and embody the spirit of Alaska's heritage and Virgin America's modernity.

The highlight of her time working on the new uniform? Getting to know the Alaska and Horizon Air employees, of course. As a designer, her passion is creating positive, human experiences, and designing for us has allowed her to practice what she loves, while making a cohesive difference across the organization. It doesn't hurt that Alaska is her hometown airline, either. She's proud to be here at this momentous point in our company's history, and to celebrate and support the success of Alaska and all of its employees.

We're thankful to Luly Yang for helping us look fly at any altitude, and we can't wait to make her proud when we show off our new look in airports coast to coast.



Female Pilots

Styles + Details

Male Pilots

Styles + Details

The Leather Jacket

[Back to Table of Contents](#)

Pilots
DECKED OUT IN THE FLIGHT DECK

A low-angle photograph of three female pilots standing in a modern airport terminal. They are dressed in professional uniforms: two in dark blue suits and one in a brown leather flight jacket. They are looking upwards and to the right. The background features large windows with horizontal blinds and a wooden ceiling. The text 'The Female Pilot Look' is overlaid on the image.

The Female Pilot Look

The Male Pilot Look



S. (AS 70)



ELIZABETH H. (QS 70)



BRIDG J. (AS 6A)



An interior pocket large enough to fit company-issued devices was added for ease of carrying.





Flight Attendants, CSAs, PSAs + Lounge

SKY-HIGH STYLE
+ AIRPORT COUTURE

Female FA, CSA, PSA + Lounge

[Styles + Details](#)

The Aura Dress

The Blazer

Male FA, CSA, PSA + Lounge

[Styles + Details](#)

The Men's Vest

[Back to Table of Contents](#)



The **Female
Flight Attendant,
CSAs, PSAs + Lounge** Look

SHARON T. (AS TA)



SHARON T. (AS TA)



LEE S. (AS CSA)



The curve in the color blocking and piping mimics the curvature of the signature aura lines, while also contouring and complementing the body.



DAVID H. (AS ISHMAEL)



EMILIO S. (AS GUY)



We added pockets everywhere it made sense to do so without compromising structural integrity.

A photograph of two male flight attendants in a modern lounge. The man on the left is wearing a dark blue trench coat over a dark blue vest, a light blue shirt, and a striped tie. He is smiling and has his hand on a dark pillar. The man on the right is wearing a grey vest over a light blue shirt and a striped tie, and is wearing glasses. He is also smiling and has his hands clasped. The background shows a blurred lounge area with warm lighting and a wooden slat wall.

The **Male
Flight Attendant,
CSAs, PSAs + Lounge** Look

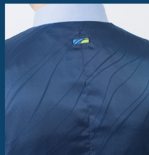
HERON 1. (AS 1A)




HERON 1. (AS 1A)



You'll also notice the signature aura lines on the back of the men's vest, once again bringing in subtle brand touches to complete the look.



A group of seven Alaska Airlines maintenance staff members are posed in a large hangar. In the background, the tail of an Alaska Airlines aircraft is visible, featuring the airline's logo and a large graphic of a smiling man's face. The staff members are wearing various styles of blue and black work uniforms, including jackets, shirts, and pants. The hangar has a high ceiling with a grid of structural beams.

The Maintenance Look

Styles + Details

The Male Ground Operations, Ramp + Stores Look

Styles + Details

The Jacket

[Back to Table of Contents](#)

Maintenance + Ground

BREAKING
NEW
GROUND



The
Maintenance Look



The **Ground Operations,
Ramp + Stores** truck

[AIRBUS MAINTENANCE]



ARONDA W. (AS STORES)



SHANI S. (AS REA)



Owning safety

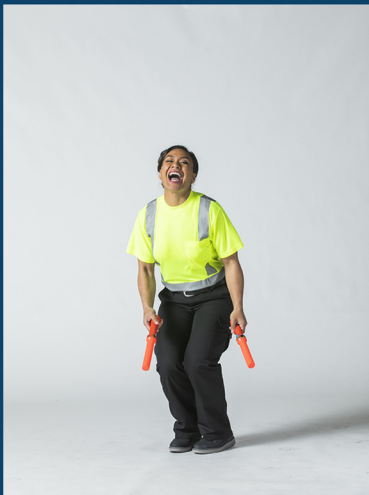
Safety and quality were the top requirements throughout the design process. Every custom piece in the core collection is certified through a testing system called Standard 100 by OEKO-TEX®, considered the leading industry standard in textile safety testing. Standard 100 by OEKO-TEX® ensures that substances used throughout the production of the uniform meet or exceed international safety standards. It also requires suppliers to follow specific standards for producing each component, down to the fabric, dyes, buttons and zippers. We are one of the first airlines to achieve this certification for custom uniforms.



**All dressed up and
everywhere to go.**

Thank you to every team, every work group and every employee who participated in the surveys, listening sessions, wear tests and everything in between to help get our custom uniforms runway ready! And thank you to Luly Yang and her crew for making sure our sky-high look felt authentic, on brand at any altitude.











It's been a long journey, but we're looking forward to miles of smiles and style everywhere you go!