



WESTJET

UNIFORM COLLECTION SHOWCASE

2021

THE DESIGNER



Juli Grbac is an Australian darling of the fashion industry. Launching her own label in 2002, Juli's designs have been on the Australian Fashion Week Runway, worn by celebrities and featured in editorials in Marie Claire, Vogue and Madison to name a few

A career highlight, Juli was the first winner of Project Runway Australia in 2008, bringing her fabulous personality and feminine, detailed designs to the small screen. Juli then went on to win the pitch to design the uniforms for Virgin Australia and their 7,000 crew. Nine years on, Juli still works with Virgin to enhance their uniforms annually from cabin crew, to pilots, to baggage handlers and even the Virgin pets.

Juli was selected as the designer of the new WestJet uniform collection in late 2018 and collected valuable employee feedback through site visits and focus groups before creating the new program

“

I like to work with what I call a transparent triangle, this includes myself, the manufacturer and the client. This ensures that each sign off is approved by all parties and keeps the integrity of the design from start to finish.

”

Over the last decade her understanding of quality design, the psychology of uniforms, the perfect fit across various body shapes and understanding how uniforms effect the moral of teams has made Juli an expert in uniform design. She has had the pleasure of working with a range of brands to enhance their corporate image, such as Suncorp, Great Southern Rail and Service NSW. Uniquely Juli works on design from conception through to liaising with manufacturers to styling staff in the finished product.

MANUFACTURER & SERVICE PROVIDER

UNISYNC

Headquartered in Mississauga, Ontario, UGL provides full-service, managed apparel programs for major corporations and government-related entities through operations across Canada and the United States. Unisync has exceptional capabilities in garment design, domestic manufacturing, and off-shore outsourcing, including state-of-the-art web based B2B ordering, distribution, and program management systems. Our customer base includes many iconic corporate brands such as Westjet, Alaska Airlines, Canadian Coast Guard, Air Canada, Purolator, Petro Canada, Home Hardware, etc and a broad base of government entities such as the Department of National Defence and Canadian Armed Forces.

Unisync is also the first uniform company in North America to launch a custom designed apparel program certified to STANDARD 100 by OEKO-TEX®.



CUSTOMER EXPERIENCE



- Air Canada: Redesign 2018 and winner of Best Overall Uniform Collection
- Alaska Airlines: Redesign 2019 and winner of Best Overall Uniform Collection



SAFETY - OEKO-TEX®



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
20.HUS.12414 HOHENSTEIN HTTI



Tested for harmful substances.
www.oeko-tex.com/standard100

STANDARD 100 by OEKO-TEX® is one of the world's best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety.

If a textile article carries the STANDARD 100 label, you can be certain that every component of this product, i.e. every fabric, thread, button and other accessories, has been tested for harmful substances and that the article therefore is harmless in human ecological terms.

HOHENSTEIN Textile Testing Institute GmbH & Co. KG
Schlosssteige 1, 74357 Bönnigheim, Germany

OEKO-TEX®
CONFIDENCE IN TEXTILES

CERTIFICATE

The company

Unisync Group Limited
6375 Dixie Road, Unit 6
ON L5T 2E7 Mississauga, CANADA

is granted authorisation according to STANDARD 100 by OEKO-TEX® to use the STANDARD 100 by OEKO-TEX® mark, based on our test report **20.0.12414**



for the following articles:

Nose-mouth mask produced from woven fabric made of 100 % cotton, cotton/polyester, cotton/polyester/elastane, white, piece dyed, yarn dyed, printed (pigment, reactive, disperse) and finished, including accessories (sewing and embroidery thread, elastic tape, metal and plastic wire, plastic adjuster); produced by using materials certified according to STANDARD 100 by OEKO-TEX®.

The results of the inspection made according to STANDARD 100 by OEKO-TEX®, Appendix 4, **product class II** have shown that the above mentioned goods meet the human-ecological requirements of the STANDARD 100 by OEKO-TEX® presently established in Appendix 4 for products with direct contact to skin.

The certified articles fulfill requirements of Annex XVII of REACH (incl. the use of azo colourants, nickel release, etc.), the American requirement regarding total content of lead in children's articles (GPSIA; with the exception of accessories made from glass) and of the Chinese standard GB 18401:2010 (labelling requirements were not verified).

The holder of the certificate, who has issued a conformity declaration according to ISO 17050-1, is under an obligation to use the STANDARD 100 by OEKO-TEX® mark only in conjunction with products that conform with the sample initially tested. The conformity is verified by audits.

The certificate 20.HUS.12414 is valid until 31.05.2021

Boennigheim, 25.05.2020

Juonne Schramm
Dipl.-Ing. (FH) Juonne Schramm
Head of Certification Body OEKO-TEX®

OEKO-TEX® Association | Genferstrasse 23 | P.O. Box 2006 | CH-8027 Zurich



SAFETY - OEKO-TEX®



Why is it needed?

The airline industry has been beset with a variety of health & safety issues directly related to the garments used in the launch of new uniform collections

- Alaska Airlines – 2011
- American Airlines – 2017
- Delta Airlines – 2018

What does it require to become certified?

- Lab testing of every material in finished garment (Before sewing begins)
- Factory Audits – includes all Raw Material and sewing factories
- Supplier Certificates – issued only after passing lab testing and onsite audit

What does it require to maintain certification?

- All materials required to be retested on annual basis
- Onsite factory audits required every 3 years



OBJECTIVES

1

ENHANCED BRAND PRESENCE

- Warm and approachable, stylish, challenging the status quo... a look that reflects our success as a growing international airline



2

PRODUCT CARE & EASY CARE

- Washable & wrinkle free care
- Improved fabric stretch & handfeel
- Improved construction quality & aesthetic details



3

SAFETY

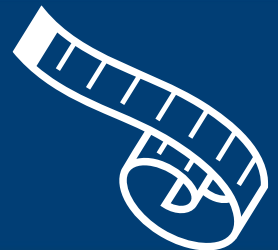
- Custom styles certified to STANDARD 100 by OEKO-TEX®
- First airline in Canada to achieve certification



4

FUNCTIONALITY & TAILORED FIT

- Improved tailored look utilizing fabric stretch to maintain comfort & functionality
- Pockets, pockets, pockets...



5

COST

- A modern uniform collection of superior quality and improved functionality at a reduced cost



WESTJETTERS



Guests and other general public in the airport are commenting on how good we look. They seem to like the hats specifically, but mainly general statements of approval. We are drawing some attention from other airline employees also, who have complimented the new look.

In the UK I've been told that we look very European and that they love it.

That we look extremely professional. When most people see professional in looks, they think Emirates. It's nice to finally be compared to an airline that has always looked professional and it feels good to be the best dressed airline in Canada with this new uniform.

Very professional, fits nicely, love the hat. I've been asked very often what airline I work for. I have had many people go out of their way to let me know they love our new look.

They love it, they comment that we look like an international airline. Definitely getting looks/glances in pretty much every airport (even Paris!).

Almost everyone loves the new look and especially the hats, saying we look professional and classy. People have compared us to BA and Virgin Atlantic with their uniforms. I had a middle aged, professional woman stop me to share her story about her ailing mom (in her late 80's) who had been a flight attendant and wore a similar uniform with the hat. The woman was visibly touched by our new look and was clearly emotional remembering her mother as a flight attendant. We shared a touching moment in the YYZ airport that day. I was proud of both my new look and overjoyed that I could have such an impact in this lovely lady's day and share a special memory.

I have had guests and non guests approach me complimenting the uniform also asking for selfies. Crazy good attention that I'm not use to but loving!!! Makes me want to be on point with uniform standards and above!!!

Guests have been telling me that it is a beautiful uniform, just yesterday commuting to Calgary a gentleman stopped to tell me he loves the new uniform and gave me a thumbs up.

Everyone turns and looks when we are walking through the airports and hotels people come up and ask what airline we work for. They are quite amazed when we tell them WestJet. They say how impressed they are.



KEY FEATURES



FABRIC

- Washable/Mercerized wool
- Melange Weave mixing navy & teal for refined look with texture
- Improved level of stretch & retention for comfort

CONSTRUCTION IMPROVEMENTS

- Foam insert with mesh fabric on inside collar band for comfort with ties
- Softer & more natural shoulder blazer construction
- Pre-tied dress scarf with snaps
- Expandable waist for Pilots on the "Rocky Mountain" fit
- Customized pocket sizes & location for job requirements

IMPROVED FIT & FUNCTIONALITY

- Introduction of gender-neutral titles "Lakes" & "Rocky Mountain" collections
- Overhauled "Lakes" fit to account better for curvy fits & bust lines
- Utilized fabric stretch for more professional & tailored look

DESIGN DETAILS MATTER

- Custom teal accents across all pieces
- Elegant & classic flight attendant hat
- Flight attendant blouse versus traditional dress shirt for unique look versus other airlines
- Signature tailored dress with teal delta at hem
- Branded buttons & zippers
- Textured teal lining in vests & blazers

THANKS FOR COMING!

#WestJet