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Newsroom

Jetstar takes flight with new uniform across Asia Pacific

- Jetstar unveils stylish new uniform for all airlines
- Australian uniform refreshed with Asian twist
- Employees from across the region contribute to final design

The Jetstar Group has unveiled a stylish new uniform to be worn by employees across all Jetstar branded airlines in Australia/New Zealand, Vietnam, Singapore and Japan.

The new uniform is designed to reflect Jetstar’s growing Pan-Asian network. There is now one look to support the brand’s next phase of growth, replacing three different uniforms across the network.

Jetstar Group CEO, Jayne Hrdlicka, said the new uniform was designed in consultation with team members from across the Jetstar Group.

“We sought input from employees from across all Jetstar airlines, with feedback on uniform functionality, fit and style used to create the final design,” she said.

“The result is a uniform that embraces Jetstar’s presence in the Asia Pacific region and will become the image synonymous with Jetstar whether you are flying from Sapporo or Singapore, Honolulu or Ho Chi Minh, Cairns or Christchurch,” Ms Hrdlicka said.

The refreshed uniform includes a twist to the iconic female orange jacket, with the tailored buttoned front now featuring an Asian inspired collar. Female employees will wear the orange jacket with either black tailored pants or an A-line skirt. Male and female employees will wear a black top with an orange trim detail.

Made from a high tech fabric the new uniforms are modern, stylish and comfortable for the active daily duties of cabin crew and airport staff.

David Hall, CEO of Jetstar Australia and New Zealand said, “Our team is proud to wear the new Jetstar uniform and be part of one of the fastest growing airline brands in the world.

“With more people travelling more often across the Jetstar network, this new uniform will allow Jetstar Airways to welcome our customers in a stylish uniform in our iconic colours, recognisable all over the Asia Pacific region,” Mr Hall said.

Jetstar branded airlines fly to 60 destinations across 16 countries and operate up to 3000 flights per week.

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About Jetstar

About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific’s fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the “2022 World’s Top 10 LCC” released by Airline Ratings.

