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Newsroom

Jetstar rolls out its new uniform, welcomes first new A320neo and offers thousands more low fares



Thursday, 28 November 2024: Jetstar cabin crew, pilots and airport staff across the low-cost carrier's Australia, New Zealand and Asia Pacific network have stepped out in a new uniform today for the first time in the airline's 20-year history.

The collection is designed by renowned Australian fashion designer, Genevieve Smart. The Co-founder and Creative Director of Ginger & Smart worked alongside 40 Jetstar pilots, cabin crew and airports team members over the past two years to complete the final designs.

The new colour palette includes a softer orange and blue colour combination which was inspired by sunset as seen through an aircraft window.

The uniform will be worn by more than 6000 of the airline's frontline team members across Australia, as well as at Jetstar airlines based in New Zealand, Singapore and Japan.

It marks a new era for the airline which is on track to sell more than 12 million fares for under \$100 this year and more than 21 million for less than \$200.

New uniform options

For cabin crew and airports team members, the uniform offers a range of options to cater for individual style and preferences, including blazers in blue and orange, a shirt dress, tailored skirts, tapered fit trousers, polos and overcoats.

The new pilot uniform will switch from the more traditional black to blue and will feature stylish cuts, new epaulettes and the option of a neck scarf.

In Australia and New Zealand, Jetstar's old uniforms will be sustainably managed in partnership with BlockTox®, which uses pioneering textile recovery technologies and advanced manufacturing to transform textiles into high-grade raw materials, for use in many industries. This entire process is conducted within Australia, creating jobs and social benefits for Australians.

Melbourne based company, Workwear Group, partnered with Jetstar to manufacture the new uniform.

Jetstar's first Airbus A320neo

The first of Jetstar's next generation Airbus A320neo aircraft touched down in Melbourne this week, which will provide customers with a new level of low-cost comfort when it starts flying domestic routes from next month.

The quieter and more fuel-efficient aircraft is the first of its type to be registered in Australia.

The aircraft's features mirror the carrier's new A321neo LR and include 188 modern, ergonomic seats, extra-large overhead bins, in-seat USB power sockets and seat back device holders.

The A320neo will grow capacity and increase the number of low fares seats available across our network.

Jetstar's biggest 2024 Return For Free Sale

Jetstar's biggest Return For Free Sale of 2024 begins at midday today ahead of Black Friday, with 12 hours of exclusive early access for Club Jetstar members*. The sale opens to the public from midnight tonight.

The [Black Friday Return for FREE* Sale](#) covers more than 100 routes where a free return flight is available including:

Domestic:

Sydney to Ballina Byron from \$42[^]

Canberra to Gold Coast from \$69[^]

Perth to Cairns from \$189[^]

International:

Gold Coast to Auckland from \$199[^]

Sydney to Port Vila (Vanuatu) from \$209[^]

Brisbane to Tokyo (Narita) from \$373[^]

Further sale details are available [here](#).

Comments:

Jetstar Group CEO, Stephanie Tully said it's an exciting day for Jetstar's frontline team members.

"We listened to our people and together created a uniform that reflects a new era of low fares flying for Jetstar, our people and our customers.

"With the help of Genevieve Smart, the newly designed collection caters to everyone and gives our crew more freedom to choose what they would like to wear.

"Our new look uniform adds to our investment in 14 new domestic and international routes this year, our first new A320neo which landed this week, new A321neo LR aircraft, and updated cabins for our international widebody Boeing 787 Dreamliner fleet.

"Everything we do each day is aimed at helping customers fly to more places, more often for less, and we're on track to again sell more than 12 million fares for under than \$100 this year."

Designer, Genevieve Smart:

"Designing this collection for Jetstar was an incredible experience, built on shared values of collaboration, inclusivity, and sustainability. Insights from the Jetstar crew helped shape a new creative vision, and I'm proud to be part of this exciting new era."

"The creative vision was to infuse the collection with lightness and fluidity, capturing the essence of freedom, movement, and endless possibilities—celebrating the joy of travel and the unity of the Jetstar crew.

"The colour palette was pivotal. We reimagined Jetstar's iconic orange, pairing it with a sea of blues inspired by sunrises viewed from an aircraft window—symbolizing a bold new horizon for Jetstar.

"The collection functions as a versatile wardrobe, balancing individual style with a unified look. Comfort, professionalism, and a relaxed yet vibrant fashion voice was key to the vision."

Photos and vision of our new uniform and A320neo are available here

Further details about our new uniform:

Stellar collection

At the centre of this collection is the Jetstar star print. The silhouettes in this capsule are thoughtfully designed to radiate a holiday vibe while retaining a professional edge. At the core of this collection is the timeless and versatile shirt dress, crafted to complement various body types and offer comfort and an effortless style suitable for the workplace.

Introducing a smart casual element, the blazer features a relaxed shape and is fashioned from a linen-look textured fabric. The orange blazer has undergone a total transformation, presenting a fresh silhouette and a new, luminous shade of orange, while the blue option is a modern classic.

The trousers and skirt follow a tailored and contemporary design, contributing to the overall modern aesthetic of the collection. Echoing the print's theme, the classic cotton shirt is in a calming blue hue and is edged with a fine orange trim, creating a link with the print.

Completing the look, the belt introduces a sporty edge with its stripe detailing and elasticised design, ensuring both style and comfort are seamlessly integrated into the overall holiday-inspired professional wardrobe.

Horizon collection

With a contemporary layering of textures and colours, Horizon is designed to create an inspired travel look. It features a linen-look blazer, coupled with a classic tailored shirt, and matched with both classic and tapered fit pants to give you the opportunity to choose what feels best for you.

Similar to Stellar, completing the look is a sporty belt, with stripe detailing and elasticised design, ensuring both style and comfort are seamlessly integrated into the overall holiday inspired, but professional wardrobe.

Pilot collection


With sophisticated and high-quality timeless looks, our Pilot collection is a modern classic. It features a sleek new tailored suit, with a sharp modern cut in navy.

The slimline tie brings in a subtle star jacquard fabric design to unify the collection with the broader uniform suite. In response to crew feedback, we've also overhauled the look of our epaulettes, braids and wings badges to ensure a consistently professional look.

**Club Jetstar Early Access ends 11.59pm AEDT Thursday 28 November 2024. Public Sale ends 11.59pm AEDT Sunday 1 December 2024, unless sold out prior. Book an outbound Starter fare and receive one return Starter fare free. Selected flights. Only available from the same arrival and departure ports. Checked baggage not included. Prices based on payment by PayID. Jetstar voucher, Jetstar Gift Card, or bookings redeemed only in Qantas Points through jetstar.com. For other payment options, a Payment Fee applies. See jetstar.com/fees. Selected travel dates and other conditions apply. Flights from Sydney to Port Vila (Vanuatu) are subject to Government and Regulatory approval.*

**The membership fee to join Club Jetstar is \$65. The current membership fee for renewal of an existing Club Jetstar membership is \$55. The fees are non-refundable. T&Cs apply.*

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