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Newsroom

# Jetstar unveils its new uniform



**Thursday, 29 February 2024:** Jetstar has today unveiled its revamped uniform as it ushers in a new era of low-cost travel and prepares to celebrate 20 years since taking to the skies.

The collection is designed by renowned Australian fashion designer, Genevieve Smart, who has worked alongside 40 Jetstar pilots, cabin crew and airport team members over the past 12 months to complete the final design.

It will be worn by more than 5000 of the airline's frontline team members across Australia as well as at Jetstar airlines based in New Zealand, Japan and Singapore from late 2024.

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.

The cabin crew and airport uniforms offer 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 palette includes a softer orange complemented by blue; a colour combination which was inspired by the sunset as seen through an aircraft window.

Jetstar's current uniform will be sustainably disposed of in partnership with BlockTexx which uses recycling technology to turn textiles into raw materials that are used to create new products.

**Photos of our crew in the new uniform and with designer Genevieve Smart are available [here](#)**

**Jetstar Group CEO, Stephanie Tully** said the uniform represents the beginning of a new era for the airline, its people and its customers.

"We've listened to our people and together wanted to create a uniform that reflects how far we have come as we move into our third decade of operation.

"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.

"Sustainability has been an important part of the process, including ensuring that Jetstar's current uniforms are repurposed into new products.

"Our new look uniform comes as we celebrate our 20<sup>th</sup> birthday in May and adds to our investment in new aircraft, new routes, and new cabins for our international widebody fleet to help customers fly to more places more often for less."

**Co-Founder and Creative Director of Ginger & Smart, Genevieve Smart** said she drew inspiration for the design from the sunset as seen out of an aircraft window, which is symbolic of what Jetstar means to its customers and its people.

"Embarking on the creative journey to design uniforms for Jetstar was a fabulous adventure that began with a deep dive into the airline's vision and core themes of fun, unity, holidays and affordable travel.

"We focused on the anticipation of the destination, the excitement of looking at a map, dreaming about the possibilities and the thrill of arriving at a chosen destination.

"The evolution from black to a dynamic blue and orange palette reflects Jetstar's transformative journey over the past two decades, while the looks were intended to feel like pieces one might instinctively pack for a holiday, whether it's a linen jacket and cotton chinos, a shirt dress, or a smart polo."

A group of 40 Jetstar frontline team members have been involved throughout the design process, including recent wearer trials in the new fabric.

**Jetstar Cabin crew manager, Kat Vass** who was part of the project said she was proud of the final product.

"We can't wait to be wearing the new uniforms through the terminals and onboard.

"We have worked on developing our new uniforms for some time now, testing them extensively both on the ground and in the air.

"The new uniforms are professional, comfortable and designed with so much care and thought."

## Uniform options:

### 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.

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