





STYLING

In their adventures, our characters will always be in KLM uniforms. But to add a dash of local colour, we'll accessorise their uniforms with elements from each destination. In Patagonia, our protagonist will be on horseback, dressed in a poncho and gaucho's hat, holding a bow and an arrow. At the festive Día de los Muertos, the heroine will have Calavera makeup and a floral crown. In the tranquil Japanese bath, the protagonist will put a bathrobe over the uniform. For the African scenes, we imagine a beaded necklace or a small anklet. Atop Everest, KLM staff will be dressed according to the harsh conditions with thick coats, scarves, goggles, and hats. With these thoughtful touches, our characters will stay rooted in their roles as KLM professionals while beautifully embracing the spirit of each place they visit.