

# UNIFORMED IN THE AIR

FEMALE FLIGHT ATTENDANTS' COSTUMES & REPRESENTATION



BY PAK WAI TANG



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1 (COVER)

The Evolution of Female Flight Attendants' Uniforms.  
Illustration by Pak Wai Tang.

2 (LEFT)

The new Hardy Amies uniform for British European Airways, 1967.  
British Airways.

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# Introduction

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Winter flight attendant uniform of  
Delta Air Lines, 1957-59.  
Delta Flight Museum.



5

The new Hardy Amies uniform for British European Airways, 1967. British Airways..

From the late 19th century to the mid-20th century, the modernity of the Westernised nations was marked by the rapid development of transportation, with the world's first underground railway opening in 1863 (Matters, 2023), the world's first electric tram line operated in 1875 (Pyrgidis, 2016), and the world's first airline founded in 1909 (Siddiqi, 2006), etc. Among the extensive development of transportation, women's engagement can always be found, not only as consumers but also as workers in transportation services. While women were usually in secondary positions, yet one transportation service has always been highly performed by female workers, female flight attendants in the aviation industry (Hochschild, 1983). Female flight attendants are always uniformed to perform their occupational roles. According to Harvey (1989), a uniform can be seen as one of the material practices in modernity that embraces rationality. As suggested by Crane, the uniform represented "a form of social control", and such standardised dress regulations may efface one's body and the self (2000, p. 89-90). Uniforms are a useful means to express the impression and expectation of society and / or authority to women in their occupations.

From the early days of aviation to the modern era of globalised travel, these uniformed women have played a crucial role in ensuring the safety, comfort, and hospitality of passengers around the world. This book aims to explore the history of female flight attendants' uniforms from the 1930s to 1970s, tracing their evolution alongside significant cultural, social, and technological developments. Beginning with the origins of the first female flight attendants in the world in 1930, the first female flight attendants' uniforms in military and nurse styles emerged to display their professional identity. Moving into the new jet age of air travel in the 1950s to 60s, the book explores how the uniform styles of female flight attendants had displayed their changing representations from the virginal girl-next-door who were young and intelligent, to the symbols of glamour, luxury, and sophistication. As the 1960s and 70s approached with sexual revolution, airline advertisers transformed flight attendants' uniform styles to celebrate and exploit the allure of sexual attractiveness, exemplified sexual objectification, and challenged gender norms. Finally, the stories of female flight attendants who participated actively in the women's liberation movements in the 1970s highlighted how their struggles for gender equality have reshaped their uniform styles and reflected the changing social roles and expectations. Across four chapters, this book will delve into the diverse narratives and iconic uniform styles that have represented these working women.

6

Female flight attendant uniform of Braniff International Airways in 1971.  
National Air & Space Museum.





# 1930-40s: The First Female Flight Attendants

- Nurses on the Plane

7

The original eight stewardesses, 1930.  
The United Airlines Historical Foundation.

## The First Female Flight Attendant and the Rise of Commercial Aviation Industry

The story of the first female flight attendants represents a remarkable chapter in the history of aviation, characterised by perseverance, innovation, and the breaking of gender barriers. With the world's first regularly scheduled commercial airline, the St. Petersburg-Tampa Airboat Line took off in St. Petersburg, Florida on 1st January 1914 (Micheals, 2012), the industry of commercial aviation started expanding rapidly since the early 20th century, and in the late 1920s, more than a hundred of flights were operating in the United States carrying both passengers and mails and cargo (Barry, 2007). In the early years of flight, travelling by plane could be very expensive, in fact, flying was loud, cold, harsh, and uncomfortable when compared to other transportation like trains, and passengers easily got air sickness. Although airlines provided a lot of amenities to ease passengers' stress, the public still recognised flying as dangerous activity or thrilling entertainment in relation to its highly publicised accident (Vantoch, 2013).

To change the public's negative perception of flying and to attract more passengers to choose airlines over ships or trains, some airlines started to employ cabin attendants to enhance the passenger experience and rebuild confidence in air travel, the first flight attendant was a male teenager hired by a German airline (2007, p. 15). Flight attendants were responsible for answering passengers' questions, handling their luggage, and providing catering service, etc., so as to ensure passengers felt comfortable and safe. While initially dominated by male attendants, the role evolved to include women in the 1930s, and this occupation later predominantly became "women's work", marking a significant gender shift in the industry.



8  
Boeing  
Model  
80A-1.  
Museum  
of Flight.

One of the most prominent figures in the history of female flight attendants is Ellen Church, a registered nurse and an aerial enthusiast who had taken flying lessons in her spare time. Church fantasised about becoming a pilot; in fact, it was difficult for the female pilot to find a paid position in airlines during that time. With the dream about an aviation career, Church approached the division traffic agent of Boeing Air Transport (later merged into United Airlines), Steve Stimpson, in 1930 with a bold proposal – to employ female nurses as flight attendants. Recognising the potential of Church's idea, Boeing Air Transport agreed to a trial run, hiring Church and charging her to select seven other nurses as the world's first flight attendants.

On May 15, 1930, Ellen Church made history as she took to the skies aboard a Boeing 80A, becoming the first female flight attendant and setting a precedent for women in aviation. Boeing Air Transport believed that hiring trained nurses is additionally valuable as they could help look out for passengers' safety. In fact, Stimpson would not like to advertise their nursing background, as he worried that it could worsen concerns that flying was dangerous to the extent that nurses were deemed necessary. It was believed that the presence of young women in flight would serve as an incentive for hesitant travellers to embrace air travel: it would offer reassurance to other women and challenge men to demonstrate their courage.

Airlines exerted considerable effort to persuade the public that flying had transitioned from its early barnstorming and wartime associations into a secure, contemporary mode of transportation, and they relied on women to assist them in this endeavour. "There is still a newness about air travel, and, though statistics demonstrate its safety, the psychological effect of having a girl on board is enormous." As stated in the airline magazine in 1935, showing that female flight attendants had demonstrated how safe enough the plane was for women to work on it (2007, p.22).



9 ABOVE  
Ellen Church, the first female flight attendant in the world, 1930.  
Air Terminal Museum.

10 & 11 LEFT  
The original eight stewardesses, 1930.  
The United Airlines Historical Foundation.



The uniforms worn by female flight attendants played a significant role in shaping their identity and projecting a professional image. The first flight attendant's uniform was designed by Stimpson and worn from 1930 to 1932 (SFO Museum, 2017), a double-breasted wool jacket with classic suit, featuring silver toned buttons. A Boeing insignia pin was worn on the lapel. The uniform also combined a wool jersey cape and a shower cap styled tam from the military nurse attire. The entire uniform was in dark green colour, which coordinated with the colour scheme of Boeing 80A aircraft. At the bottom, flight attendants were wearing a pair of black-tie oxford shoes with low heels.

12

Replica of the first flight attendant's uniform made by United Airlines, donated in commemoration of Ellen Church, the first flight attendant in the world. National Air and Space Museum.



13

Drawing of the 1930s flight attendant's uniform of the United Airlines.

Illustration by Pak Wai Tang.



## Employing requirements for the female flight attendant:

The first female flight attendants were required to hold qualifications as registered nurses. They were obligated to meet specific physical criteria, standing at no taller than 5 feet 4 inches (in order to fit within the confines of low airplane ceilings), aged between 20 and 26 years old, weighing under 115 pounds, and being unmarried. As aircraft designs evolved to become more spacious, airlines marginally increased the height and weight limits to approximately 5 feet 8 inches and 130 pounds (2013, p. 17).



14 ABOVE

Flight attendant in a grey duster and cap in nurse's uniform style serving passengers beverage on the plane, 1930-1932.  
The United Airlines Historical Foundation.



15 ABOVE

Nelly Hedwig Diener, the first female flight attendant in Europe flying for Swissair from 1934 (Marder, 2018).

16 LEFT

The advertisement of the United Airlines featuring an image of a female flight attendant, 1939 (2013, p. 24).



LEAVE THE ATLANTIC COAST by Mainliner Sleeper, or even faster in the new Superstream, for the Park by night in one or more days; and then fly to San Francisco in 5 hours! Thus you save days for leisurely enjoying the glorious Golden Gate Exposition.



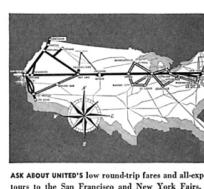
VISIT LOS ANGELES and Hollywood as we carry fast on your round ticket from the East. Go west to Los Angeles and San Francisco, return another. You see twice as much when you go United. Plan to include the Pacific Northwest at small additional cost. (See map.)



TO THE NEW YORK WORLD'S FAIR — United has the direct Main Line airway to New York. Only 16 hours from most Pacific Coast cities, 10 hours from Denver, 3 hours 55 minutes from Chicago. United is shortest, fastest, Fair to Fair.



SEE WASHINGTON, Philadelphia, Cleveland, Chicago on your round trip from the West, at no extra cost. Take a side trip to Boston and New England. Consult your travel agent today about your ideal vacation via United.



ASK ABOUT UNITED'S low round-trip fares and all-expense tours to the San Francisco and New York Fairs. See your own travel agent, or hotel transportation clerk.

**UNITED**  
AIR LINES  
Shortest, Fastest... Fair to Fair

## The commercial aviation industry during World War II:

The inclusion of women as flight attendants brought a new dynamic to the aviation industry, female flight attendants became ambassadors for airlines that embodied the feeling of being “at home”, safe, and comfortable. More airlines shifted to the employment of female flight attendants from male attendants. According to Vantoch, by 1935 most of the American airlines had hired women, until 1936, there were 270 female flight attendants and only 42 male flight attendants. Moving to the 1940s, flight attendants further became a predominantly women’s career due to the impact brought by World War II. During wartime, men were off at war and women were encouraged to assume the roles and responsibilities traditionally held by men in society and industry, according to Scott, “Between 1940-44, so many men were away at war that the proportion of jobs considered acceptable for women had risen from 30% to almost 85%, reflecting an increase of almost 60% in the number of women working.” (2010, p. 93) The war prompted airlines to switch hiring males from females, and airlines also cancelled the requirement of registered nurses for female flight attendants, so as to free nurses for the war.

During these early days of commercial aviation, flight attendant uniforms were often inspired by military and nautical attire. As suggested by Crane, uniform issued with the root of wartime, represented “a form of social control”, regulating one’s body and self (2000, p. 89-90). Uniform also promotes utility, discipline and transformation, while the wearing of uniform is commonly formed based on a masculine ideal, and is used to authenticate masculinity from the military institution (Godson & Tynan, 2019). According to Boris, some flight attendant’s uniforms were in blue colour, resembling the style of military, serving both to establish a clear hierarchy from pilot to stewardess and to instil confidence in flying by portraying an image of resilience and authority (2006, p. 133).



17 LEFT

Uniform for the British Women's Auxiliary Air Force (WAAF) Aircraftwoman, 1942.

Brayley & Ingram, 2015.

18 RIGHT

Military uniform of the Women Airforce Service Pilots (WASP), USA, during World War II.

National Air and Space Museum.



19

Female flight attendants' uniform of the United Airlines from 1933-1936. The uniform was a double-breasted gabardine jacket in light moss green colour, featuring black buttons. It was paired with a dark green tie and a white-coloured men's-style shirt. The corresponding skirt had two front box pleats. Additionally, an armband displaying the letters "UNITED AIR LINES" was worn on the left arm of the jacket. The United Airlines Historical Foundation.



20

Drawing of the 1933-36 flight attendant's uniform of the United Airlines. Illustration by Pak Wai Tang.



21 &amp; 22

Fall and winter suit for United Airlines in 1936.  
SFO Museum.

The suit features a single-breasted wool jacket in sage green colour, a vivid yellow linen blouse with collar, and a dark green string tied in a bow. The skirt was crafted in a straight design, featuring a front kick pleat. A sailor pillbox cap-styled hat is worn, adorned with a green flat bow (The United Airlines Historical Foundation).



23 (ABOVE), 24 (LEFT) & 25 (NEXT PAGE)  
Female flight attendants' summer uniform of the  
United Airlines from 1939-1940.  
The United Airlines Historical Foundation.  
SFO Museum.



This uniform departure from the typical uniform that displayed the style of masculine suit, it consisted of a white crepe dress accompanied by a matching belt. The ensemble was completed with a navy-blue flannel jacket, accessorised with a navy handkerchief placed in the left breast pocket. The outfit was complemented by a white crepe hat adorned with a blue band, along with navy and white spectator pumps (Air France).



26

Drawing of the 1939-40  
flight attendant's uniform  
of the United Airlines.  
Illustration by Pak Wai Tang

During World War II, due to the prioritisation of fabric for military uniforms, the costume of female flight attendants underwent changes: pleats were eliminated, and more form-fitting garments were crafted to conserve material. Capes were no longer worn, and the prevailing fashion featured hats, tailored blazers, pencil skirts, and small heels shoes in muted colour (1940 Air Terminal Museum, n.d.).



This uniform in 1939-1941 winter included a royal blue blouse, a wool gabardine jacket in grey colour with two buttons and a pocket handkerchief. The matching suit skirt was also in grey colour. Sliver grey hat was in military style featuring a blue-ribbon trim. Footwear consisted of a pair of navy-blue leather oxford shoes (The United Airlines Historical Foundation).

28  
Drawing of the 1939-41 flight attendant's uniform of the United Airlines.  
Illustration by Pak Wai Tang.

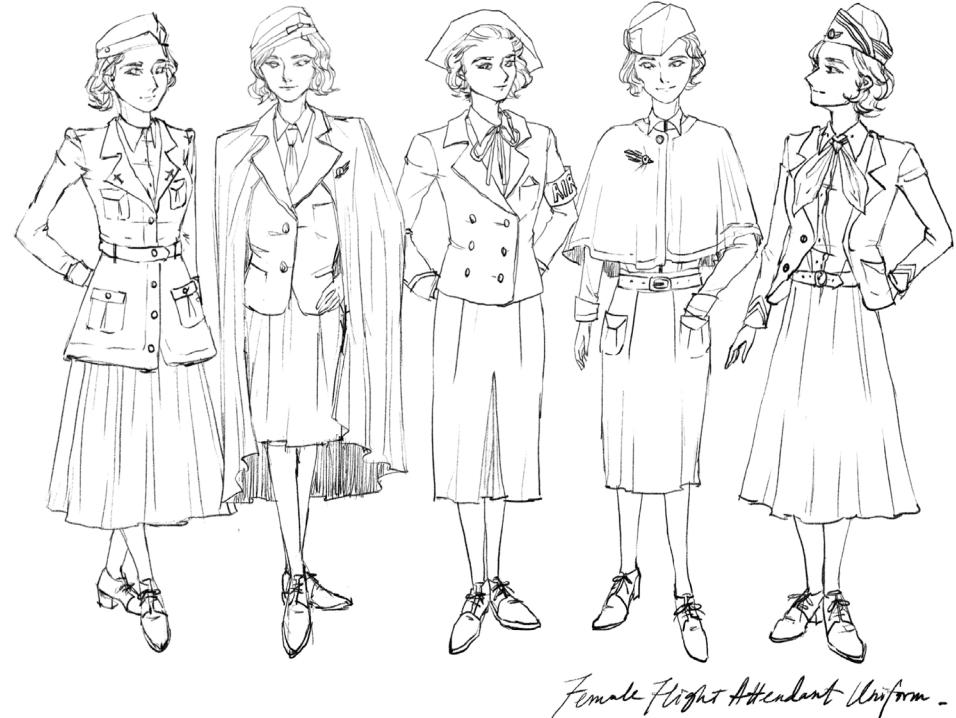




29

Mood board for the design of 1930-40s female flight attendant's uniform.  
Illustration by Pak Wai Tang.

31



30

Sketch design for the 1930-40s female flight attendant's uniform.  
Illustration by Pak Wai Tang.



**1950-60s:**

**From the  
Girl-next-door**

**to the  
New Glamour Girl**

## Female Flight Attendant as the Girl-next-door during the Post-war Era

The period following World War II marked an era when men returned to the industry from war, and the majority of women were encouraged not to be at work but to become full-time housewives (2010, p.99). Femininity was closely associated with domesticity, with post-war advertisements in women's magazines often idealise the image of the housewife. For young women, it was uncommon for them to move away from their parents for college or work. In 1950, among the fifteen to twenty-nine-year-old single white women, only 10.9% of them lived away from their parents (Gutmann, Pullum-Pinon & Pullum, 2002). The flight attendant at that time became a unique position for young single women to step out of the door and go on adventures around the world. During the post-war period, female flight attendants were projected as a symbol of womanhood, serving as a bridge between traditional domestic roles and wage work. These young female flight attendants also embodied the image of a future housewife, whose were portrayed as intelligent, educated, ambitious, and independent, committed to achieving career success.

In the early 1950s, airlines set new criteria for the selection of female flight attendants, and beauty was one of the keys to hiring. The new flight attendants were expected to be young, single, white, attractive, mainly from middle-class, and with at least two years of college education, some airlines even required candidates with a fluent second language (2013, 35). Airlines publicised the female flight attendants as the typical girl-next-door, and flight attendants work as a temporary job appropriate for young women as an extension of women's domestic role. Instead of sexually appealing, female flight attendants at that time were portrayed as "good-looking in an unfrightening way: their clothes sit so sweetly on carefully tooled frames; they are 'outgoing' and bubble with a natural friendliness touched up ever so lightly with sex (1958, p. 66)."

Airlines tried to cultivate the attractive "girl-next-door" image for flight attendants through uniform and physical appearance rules. The hairstyle of female flight attendant should be half an inch above their jacket collar, and only natural hair colour was allowed. Their uniforms in the post-war period were in military style and colour tone, predominantly in navy, light blue, grey, and tan. As borrowed from the tradition of the navy, some uniforms also contained ranking stripes on the jack-

et sleeves. Jackets were buttoned, skirt hemlines were below the knees, girdles, high heel shoes, hats, and white gloves were worn (2013, p. 55). Some subsequent uniforms kept the style of military and combined the genre of nursing clothes, such as using fabrics in lighter and softer colours. These early uniform styles displayed images of warmth, caring, and trustworthiness, and at the same time projected seriousness, discipline, and professionalism (Craik, 2005).

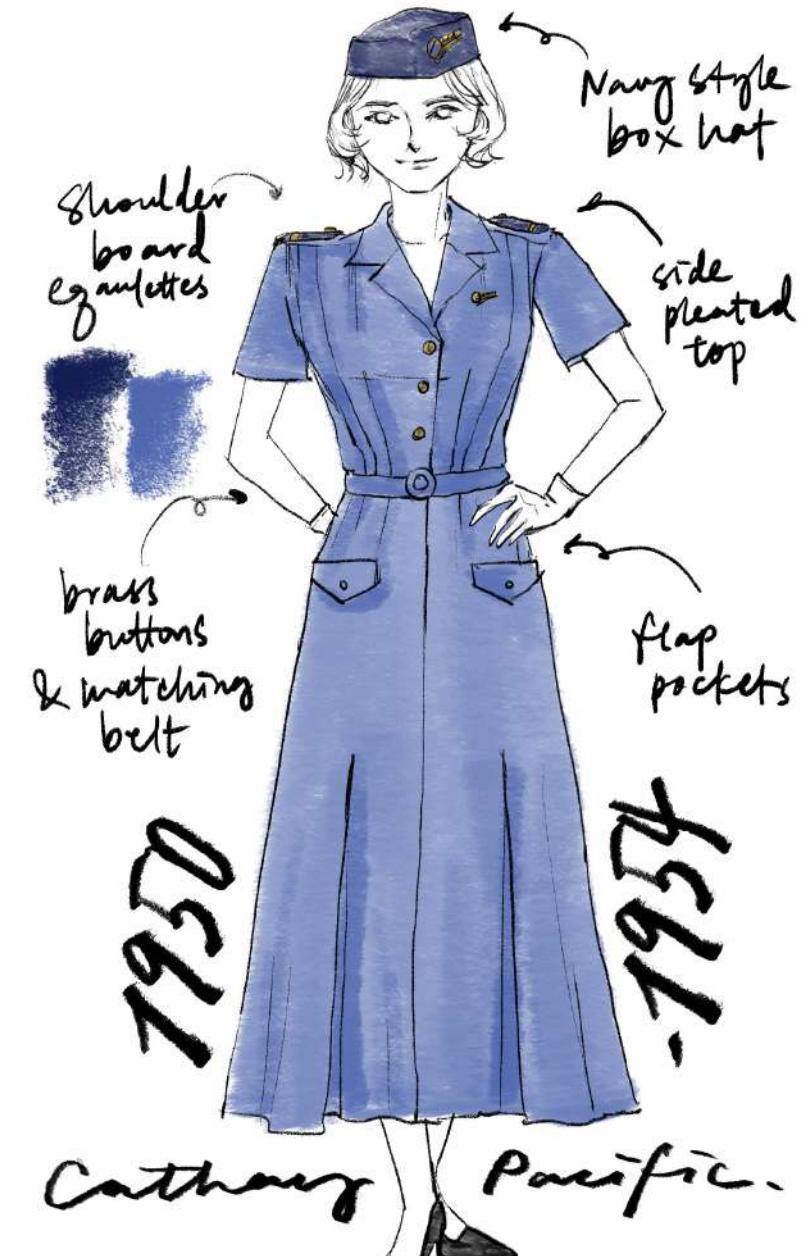




Military-styled uniform for the flight attendants of Cathay Pacific Airways from 1950 to 1954. The uniform was a Air Force blue dress in short sleeves, with shoulder board epaulettes, side pleated top, brass buttons, matching belt and flap pockets. The uniform also features a box hat in navy style (SFO Museum).

33 (LEFT) & 34 (RIGHT)

The female flight attendant's uniform of Cathay Pacific Airways from 1950 to 1954.  
Cathay Pacific.  
SFO Museum.



Drawing of the 1950-1954 flight attendant's uniform of Cathay Pacific Airways.  
Illustration by Pak Wai Tang.



36 (ABOVE),37 (LEFT)  
& 38 (RIGHT)  
Japan Airlines flight  
attendants' uniforms  
in 1951, uniform was  
designed by Minoru  
Kadota in the colour of  
light blue grey.  
Japan Airlines.

## Late 1950s: Glamour Girls in the New Jet World

The late 1950s to 1960s marked a period of a “new jet-winged world”, with the first commercial jet offering a regular transatlantic service on 26 October 1958 (Wilson, 1999). The new jet age highlighted technological advancements, speed, and glamour. The introduction of jet travel heralded a new era in transportation, signifying the transformations within the airline industry, the air travel market, and the strategies employed in airline advertising. Airlines capitalised on this new trend by expanding their fleets and enhancing the passenger experience. Female flight attendants as well, played a crucial role in shaping the image of air travel during this period, embodying elegance, professionalism, and glamour. Unlike the girl-next-door who travelled primarily within the continent, flight attendants in the late 1950s started travelling all over the world, the images they projected became worldly, elite, and stylish, not just a wife-to-be, but transformed into a cosmopolitan “career girl”.

These glamour flight attendants in the new jet age embodied the airlines’ ideal femininity through fashion and cosmetics, and they were usually connected with consumerism and luxurious lifestyles. To match the new jet interiors, airlines started introducing “jet age fashion” by hiring famous designers for flight attendants’ uniform designs. With the collaborations with haute couture designers, new uniforms immediately generated great publicity. Female flight attendants began to wear stylish torso-length designer suits that emphasised small waistlines, pencil silhouette skirts, accessorised with hats, and a pair of white gloves. These refined and elegant new designs represented a notable departure from the previous military-inspired uniforms. In order to uphold the glamorous image, uniforms are also being redesigned regularly to achieve practicality, femininity, versatility, and chic (2005, p. 113).



39 (LEFT) & 40 (RIGHT)  
Uniforms of British European Airways' female flight attendants from 1946 to 1959.  
These pictures highlighted the changes in uniforms from earlier military style to a more  
feminine and softer tailored look.  
British Airways.



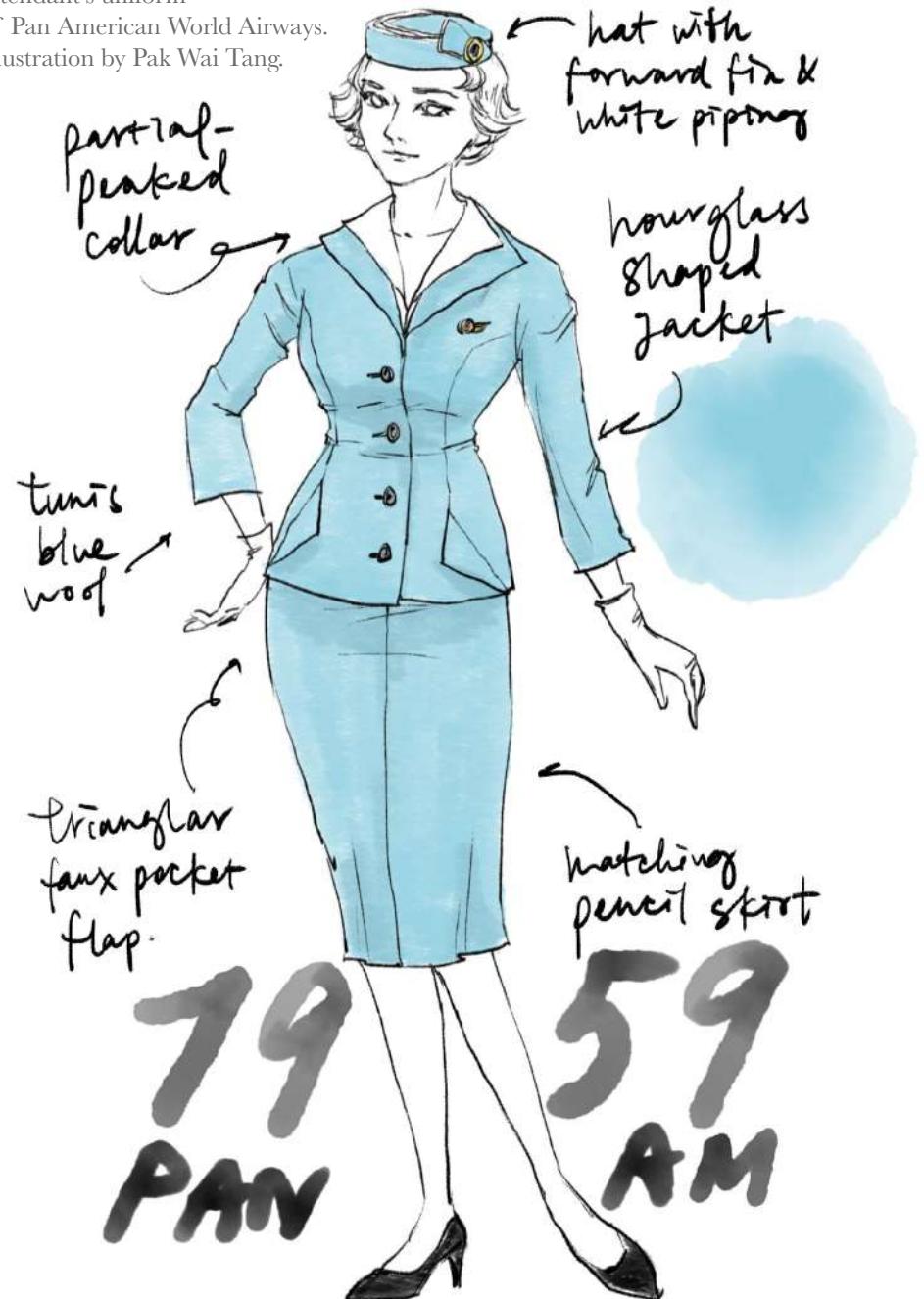
41

Female flight attendant uniform of Pan American World Airways in 1959, designed by Don Loper. SFO Museum.

This uniform was designed by the renowned Hollywood impresario and esteemed Beverly Hills designer, Don Loper. It featured a wool suit in Tunis Blue with sharp and angular features and a matching pencil skirt, capturing the aerodynamic essence of the new jet age. The fitted jacket was highlighted by a partially peaked collar, a slanted triangular faux pocket flap, and the swept-back cuffs (SFO Museum).

42

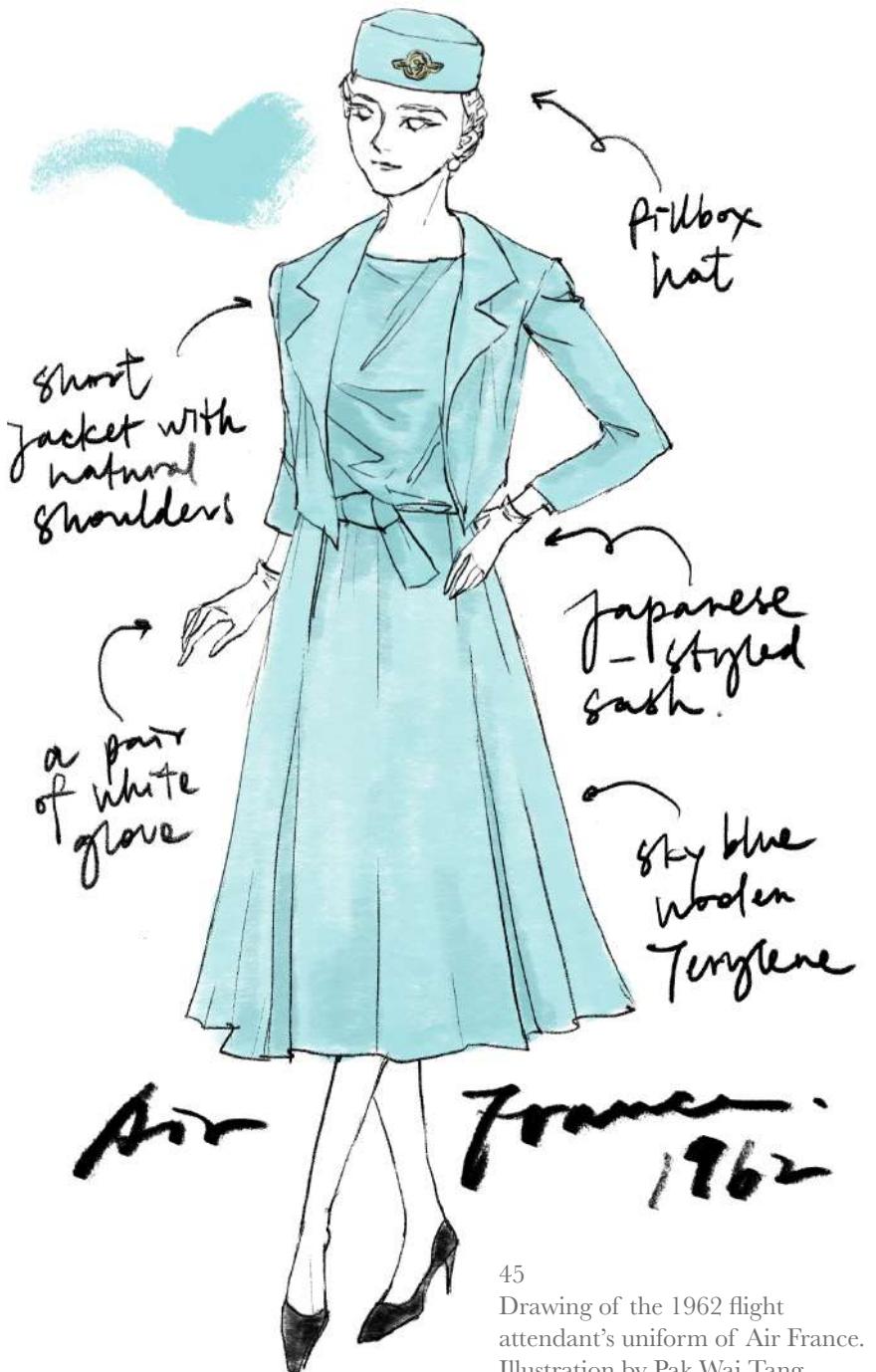
Drawing of the 1959 flight attendant's uniform of Pan American World Airways.  
Illustration by Pak Wai Tang.





43 (LEFT) & 44 (RIGHT)  
Female flight attendant uniform of Air France in 1962, designed by Christian Dior.  
Air France.

To infuse haute couture into airline uniform design, Air France collaborated with the House of Dior to introduce its new collection in 1962, coinciding with the transformative era of jet travel. Crafted by chief designer Marc Bohan, the design followed his 1961 “Slim Look” concept. The winter suit combined mobility with sophistication. It featured a navy velour pillbox hat, and a short jacket with a cinched waist for freedom of movement without a belt, complemented by natural shoulders and panelled skirt. Adorning the Peter Pan collar of the poly-cotton Ceylon blouse was a stitched flat bow. Additionally, the summer dress, crafted from sky-blue woolen Terylene, showcased a Japanese-style sash for a touch of elegance (SFO Museum).



45  
Drawing of the 1962 flight attendant's uniform of Air France.  
Illustration by Pak Wai Tang.



Designed by William Travilla, a Hollywood costume designer and Academy Award winner, this uniform was known as “the cheerleader” due to its flared skirt. It featured a lightly fitted jacket with Chelsea collar, three-quarter-length sleeves, and a dropped cuff which is detachable. The suit was in a new colour call Blue Frost (SFO Musuem).



46 (ABOVE) & 47 (RIGHT)  
Female flight attendant uniform of  
United Air Lines in 1965, designed  
by William Travilla. SFO Museum.

**Our flighty birds.**

Come and fly with the Birds of Britain. Those swinging, winging birds of London whose aim in life is to show you the British way of flight. BOAC. A great way to fly. Those trendy VCs! Those swish seats. It's time you flew the British way of flight. Take off.

**The British Way of Flight.**

BOAC  
takes good care of you



48 (LEFT) & 49 (BELOW)  
Female flight attendant uniform of  
British Overseas Airways Corporation (BOAC) in the 1960s.  
British Airways.

Crafted by Sir Norman Hartnell, a prominent British fashion designer and dressmaker to the Queen, the uniform comprised a chic navy suit paired with a white blouse and gloves. The Hartnell uniforms emphasised classic simplicity in design while ensuring that its uniformed staff remained feminine and fashionable. This also marked the inception of a long-standing relationship with top British haute couturiers that persists to the present day (British Airways).

50 (RIGHT)  
 "Smart New Look", Delta Digest,  
 October 1965.  
 Delta Flight Museum.

The flight attendant's uniform of Delta Air Lines in 1965 to 1968 featured a French blue crepe suit with semi-box jacket, a narrow skirt, a white overblouse, and a pair of white gloves. A new pillbox hat was designed to replace the old overseas cap.

51 (BELOW)  
 Female flight attendant uniform of Delta Air Lines in 1965 to 1968 Winter. Delta Flight Museum.



Delta Stewardess This Fall Take On A

## SMART NEW LOOK

▲ Delta stewardesses will be outstanding in the plane this winter... in style as sleek and modern as the newest new DC-9 jet soon to follow.

Combining comfort and correctness in design, the new uniform is fashioned with slenderizing skirt, semi-boxed jacket, and hip-line over-blouse, topped with a Delta original—the pert "Delbert".

The uniform is a soft French blue crepe fabric, with a semi-boxed jacket, with flattering shawl collar, has three-quarter length sleeves with 1/4 inch snap-in cuffs of the same white

Allegro fabric as the blouse. For comfort, no belt is planned, instead, a short un-cuffed action sleeve, and for looks, an eye-catching double most collar.

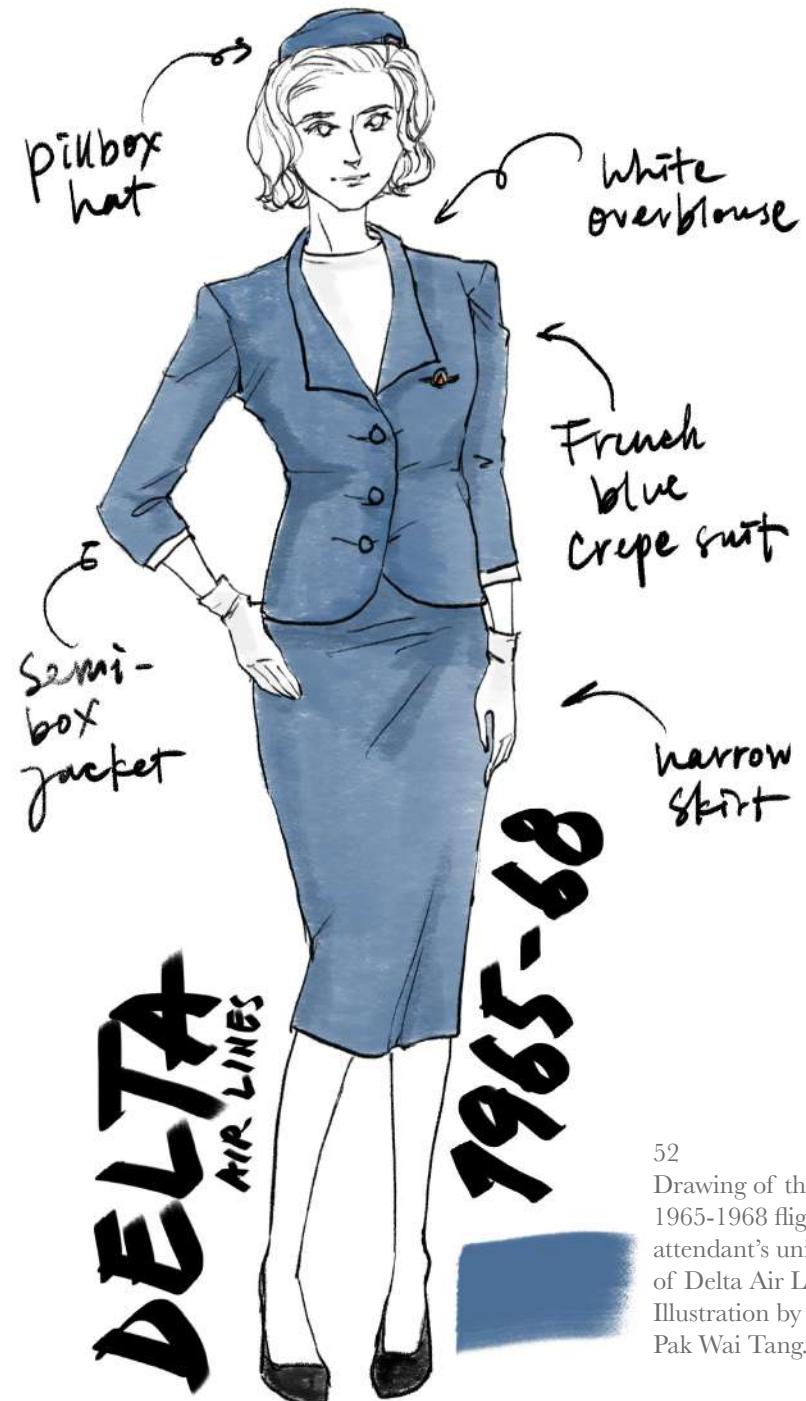
Gone this year is the traditional Delta stewardess hat, and in its place is the very popular "Delbert". "Delbert" is a creation by designer M. Hauner especially for Delta. In the same blue crepe fabric as the uniform, the hat can be worn in almost any manner imaginable, the individual triangle side tab, in the wicket shape, holds the Delta emblem.



Peggy Horne models smart winter stewardess uniform. Made of crepe and wool, it's a soft French blue texture shawl collar, three quarter length sleeves.

Accessories include blue all-weather shower-proof top-coat with grey-blue millinery lining. Side view shows popular "Delbert" which replaces traditional stewardess cap.

OCTOBER, 1965



Drawing of the 1965-1968 flight attendant's uniform of Delta Air Lines. Illustration by Pak Wai Tang.

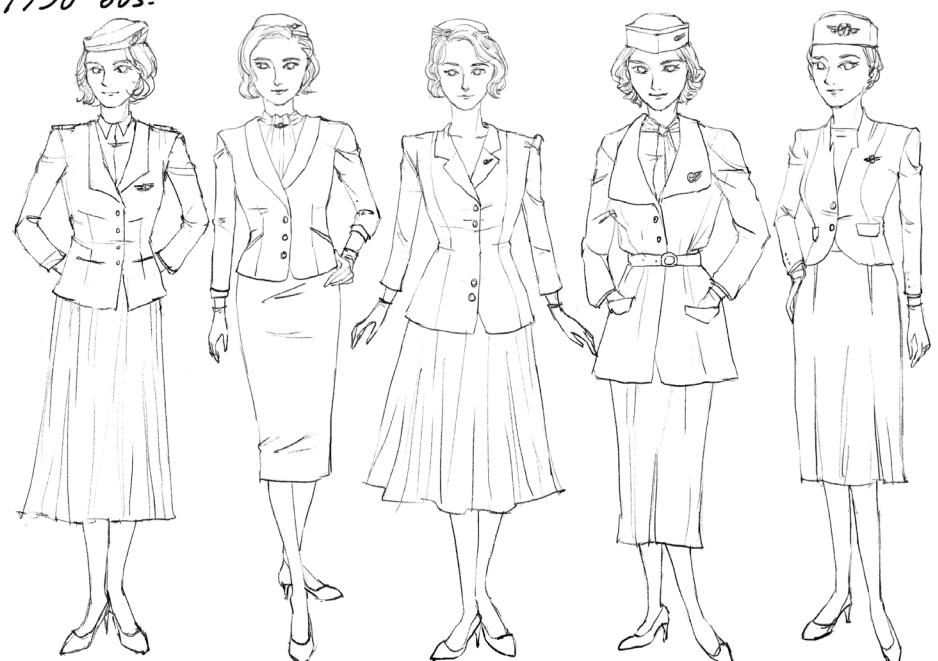
*Costume for  
Female Flight Attendant.  
1950-60s*



53

Mood board for the design of 1950-60s female flight attendant's uniform.  
Illustration by Pak Wai Tang.

1950-60s.



*Female Flight Attendant Uniform.*

54

Sketch design for the 1950-60s female flight attendant's uniform.  
Illustration by Pak Wai Tang.



55

Portrait of Braniff International Airways flight attendants, 1965.  
International Public Relations Archives / Courtesy of History of  
Aviation Collection.

# 1960-70s: Sex Icon in the Sky

## Sexual Revolution and the Airlines Marketing Campaigns

In the 1960s, the Western world entered an era of sexual liberation, this revolution increased the acceptance of women's sexuality, pornography, and public nudity, and challenged the traditional behaviour of heterosexuals (Allyn, 2016). During this period, the freedom of sexual expression was celebrated and became prominent in mainstream media including television and magazines, largely featuring sexualised female bodies. Advertisements with sexual content were widely spread under the liberalised sexual culture. Advertisers attempted to capitalise on the changing attitudes towards sexuality and gender roles to create provocative and sexually charged advertisements, so as to tap into consumers' desires and connect with them by associating products or services with sexual attractiveness, pleasure, and fulfilment. Advertisers framed sexual content as a symbol of empowerment and liberation, particularly by portraying women with sex appeal under such social trends, at the same time pushing the boundaries of sexual acceptability in order to grab viewers' attention (2013, p. 155). Airline during the 1960s as well, shifted to construct a sexier image for their female flight attendants as a marketing strategy.

With more advanced jets that im-

proved in speed and capacity, and air travel transited from an elite activity to mass transportation, airlines during the jet age turned to more massive advertising to promote their corporate images and attract repeat flyers and new passengers. The youth market, pointing at consumers under thirty, became more important to the commercial airline industry as new targeted customers. In order to excite the repeat flyers and appeal to the younger generation, airline advertisers as well drew inspiration from the sexual revolution in their advertising campaigns and brand management, in order to meet the shifting cultural climate of youth culture that advocates sexual liberalisation. Young, sexy, and attractive flight attendants were emphasised to eroticise the corporate personalities of airlines (2007, p. 100). Sex appeal and the commercialisation of women's bodies became the major trend for airlines' marketing strategies. During the 1960s, advertisements shifted from formal and impersonal presentations of individual consumer goods to portray corporations as personally caring, and female flight attendants in sexy uniforms continuously appeared in the advertisements of airlines to convey that "personal" warm message through sexual teases (2007, p. 100).



56

"Come Back Soon," print advertisement for United Airlines, 1966, United airlines Campaign in the 1960s "Friendly Skies" Campaign Collection, Special Collections, Leo Burnett advertising agency Corporate archives, Chicago.

This "Come Back Soon" print advertisement of United Airlines portrayed a female flight attendant showing "extra care" to a male passenger by squatting down to pin a rose on his lapel, and the passenger presented a satisfied simile.



57

"We've shaken our blues," print advertisement for United Airlines, 1968.

Rare historical photos.

This print advertisement of United Airlines depicted a close-up of a female flight attendant who looked directly at the camera with a partly mouth, indicating their flight attendants had shaken their little girl blue and had gone to new fashionable women. The advertisement also displayed their new uniform designs on five female flight attendants at the bottom.

As suggested by Warhurst and Nickson, the uniform is often used to display management image, corporate aesthetic, and brand identity (2020). The same case appeared in airlines, in which the uniform design for female flight attendants transformed into more provocative with shorter skirts, sharper colours, and accessories such as fishnets and go-go boots, framing them as the sex icon in the sky (Walsh, 2007, p. 559). The new female flight attendants were attired with a seductive allure. Many airlines opted to shorten their uniform's hemlines to one to three inches above the knee and began permitting flight attendants to adorn themselves with beauty products such as wigs and false eyelashes that were once prohibited due to their

suggestive implications. Airlines also revised their hairstyle regulations to evoke stewardess sex appeal. Previously, stewardesses were mandated to be short and neat with hair dye strictly prohibited. However, these rules gradually changed (2013, p. 180). During the 1960s, brighter colour became a signature fashion style. In 1965, Braniff International Airways hired Italian designer Emilio Pucci to design uniforms for their flight attendants. The new Braniff's uniforms were vibrantly coloured with stylish and sexy outfits, symbolizing a new era for flight attendants' uniforms that depart from the military style or haute couture, but representing the new attitude of sexual liberation.



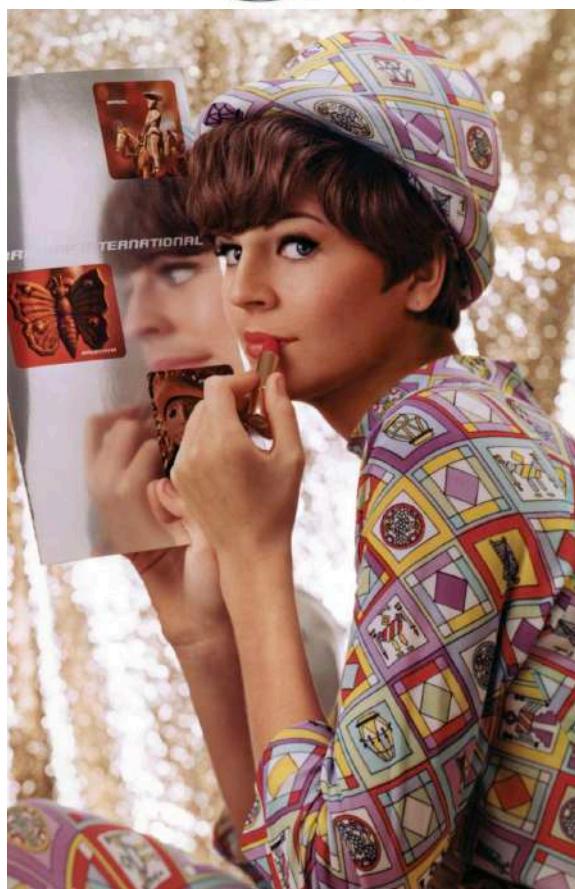
58

The "Air Strip" television advertisement by Braniff International Airways in 1965. This advertisement featured a female flight attendant removing her uniform as an airborne striptease (2013, p. 169).



59 (ABOVE) & 60 (LEFT)  
Female flight attendant uniform of Braniff International Airways in 1966, designed by Emilio Pucci. SFO Museum.

Created by Italian fashion designer Emilio Pucci for "The End of the Plain Plane" campaign, this 1966 Supersonic Derby uniform featured a bowler hat, nylon jersey and tights that with harlequin prints feature motifs inspired by Central American instruments and pre-Columbian art. The outfit also included a pair of striped calfskin boots designed by Beth Levine (SFO Museum).



## Flight Attendant uniform and the Space Age Craze

Not only the sexual revolution but also the Space Race influenced the uniform designs for flight attendants during the 1960s. With the first manned spacecraft successfully launched by the Soviet Union in 1961, and soon after the United States announced its space program of sending three astronauts to the moon, the Space Race among nations escalated again (Siddiqi, 2000), and the craze for space had spread around the world, including the airlines. To adopt this cultural trend, airlines redesigned their

flight attendants' uniforms with space fashion. The most significant Space Age-styled uniform is the uniform for Braniff International Airways in 1965, in which designer Emilio Pucci introduced the new silhouette with a plastic bubble helmet, bright coloured geometric print hat scarf and tights, green overcoat, mock turtlenecks, and new synthetic fabrics. The new Space Age uniform was also characterised by mix-and-match garments that were ready to wear, largely departed from the restrictive attire of the past.



61  
Female flight attendant uniform of Braniff International Airways in 1965, designed by Emilio Pucci. SFO Museum.



62 (LEFT)  
63 (BELOW)  
Female flight attendant uniform of Braniff International Airways in 1965, designed by Emilio Pucci. SFO Museum.



64  
Drawing of the 1965 flight attendant's uniform of Braniff International Airways. Illustration by Pak Wai Tang.





cabin crew bulletin



65 (LEFT) & 66 (RIGHT)  
Female flight attendant uniform of BOAC in 1970, designed by Clive Evans.  
British Airways.

The summer uniform of BOAC in 1970 consisted of a terylene and cotton twill short-sleeved dress in the colours of Caribbean blue or coral pink, creating a sharp silhouette with geometric lines and hemline above the knee. The fabric of this uniform is easy to wash and ready-to-wear.



67 (LEFT) (2007, p. 183)  
68 (RIGHT) (2013, p. 184)  
Female flight attendant uniform of Southwest Airlines in 1971.

The uniform designed for female flight attendants of Southwest Airlines in 1971 featured a short-sleeved shirt in orange, with bright red hot pants or orange miniskirt, matched with a wide white belt hung on the hip, and a pair of white lace-up go-go boots.



69 (ABOVE) & 70 (MIDDLE)  
United Airlines Historical  
Foundation

71 (BELOW)  
SFO Museum

Female flight attendant uniform of United Airlines in 1968-72, designed by Jean Louis.

This uniform designed by Hollywood costume designer Jean Louis consisted of four dresses in coral red that represent the Hawaiian sunset; white of the Miami sands; and blue of the Maliblue. Dresses were in various combinations of colours to create a certain degree of individualism. The A-line silhouette featured a double-knit wool skimmer, with a strip from around the neck to down the front, hemline was three inches above the knee. The uniform also included a kepi hat in Miami sands white or Hawaiian sunset red and a pair of knee-high boots (United Airlines Historical Foundation).

# United Airlines



72  
Drawing of the  
1968-72 flight  
attendant's uniform  
of United Airlines.  
Illustration by  
Pak Wai Tang.



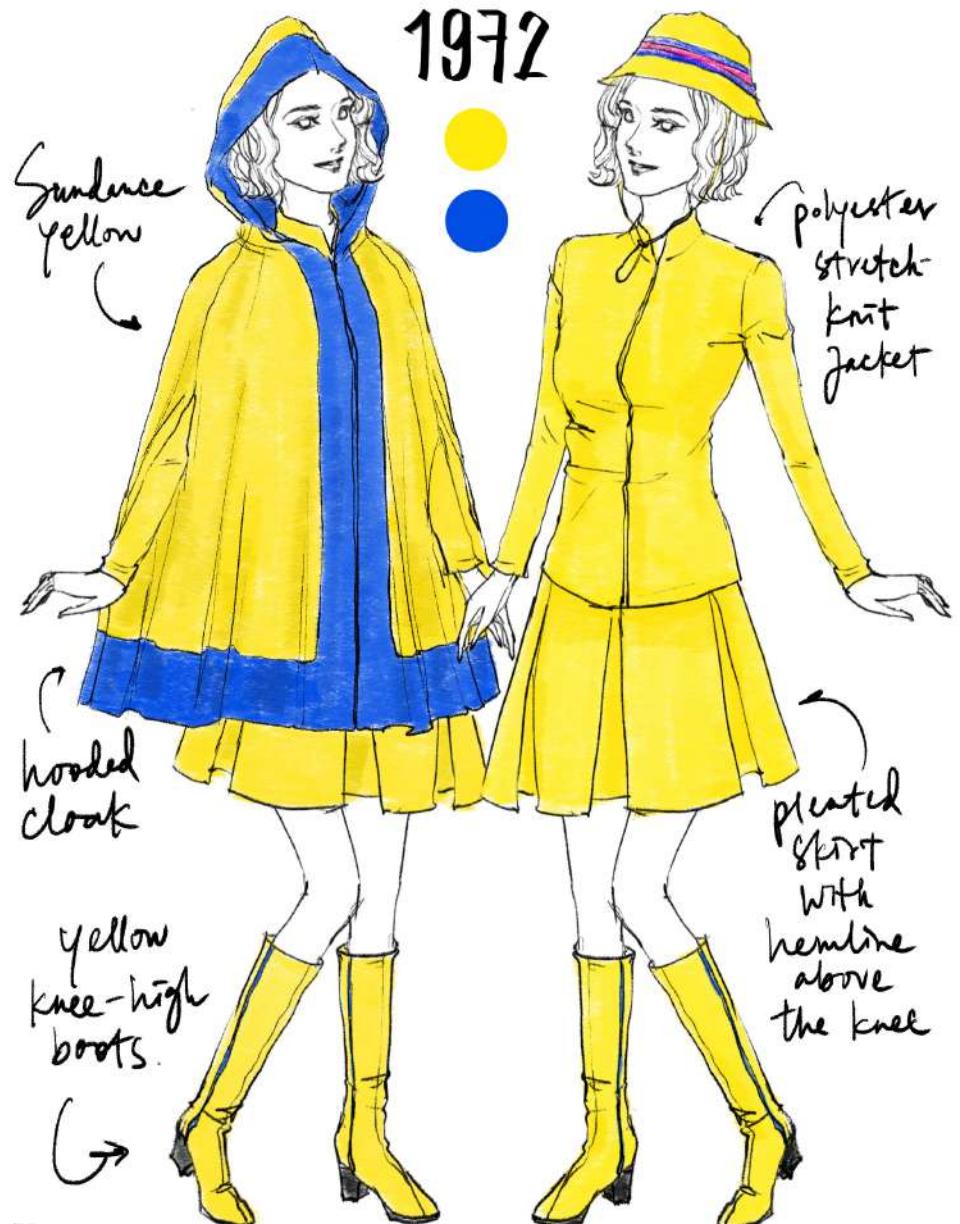
73 (LEFT) & 74 (BELOW)  
Female flight attendant uniform of Hughes Airwest in 1972, designed by Mario Armond Zamparelli. SFO Museum.

This uniform designed by Mario Armond Zamparelli featured a hooded cloak and a polyester stretch-knit jacket in the colour of Sundance Yellow, with a full zipper that can be zipped up or opened to form a fold-down collar. The uniform also consisted of a princess dress with jewel collar and a pleated skirt with hemline above the knee, and a pair of yellow knee-high boots (SFO Museum).



# HUGHES AIRWEST

1972



75

Drawing of the 1972 flight attendant's uniform of Hughes Airwest.  
Illustration by Pak Wai Tang.



76

Female flight attendant uniform of Pacific Southwest Airlines in 1973. SFO Museum.

To match the floral-patterned cabin design that showcased the California style, this uniform from the Pacific Southwest Airlines in 1973 featured a polyester micro-mini dress in pink colour, with a teardrop neckline and swirl pattern in the front, and a red mini shorts wearing underneath. This uniform also consisted of headwear such as perch hat or a heart-shaped fascinator. (SFO Museum).

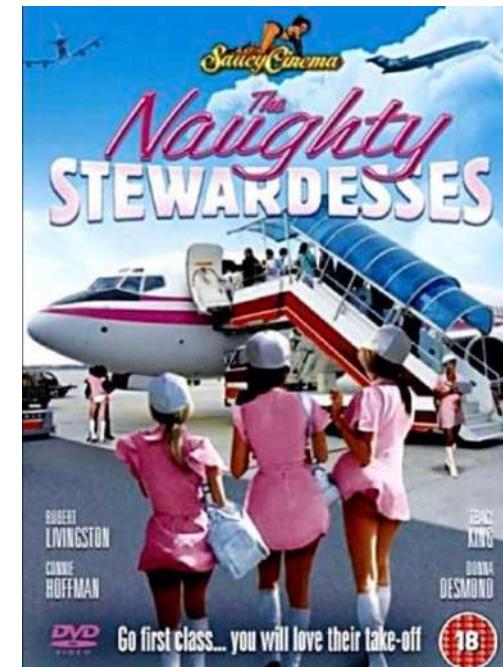


77

Drawing of the 1973 flight attendant's uniform of Pacific Southwest Airlines. Illustration by Pak Wai Tang.

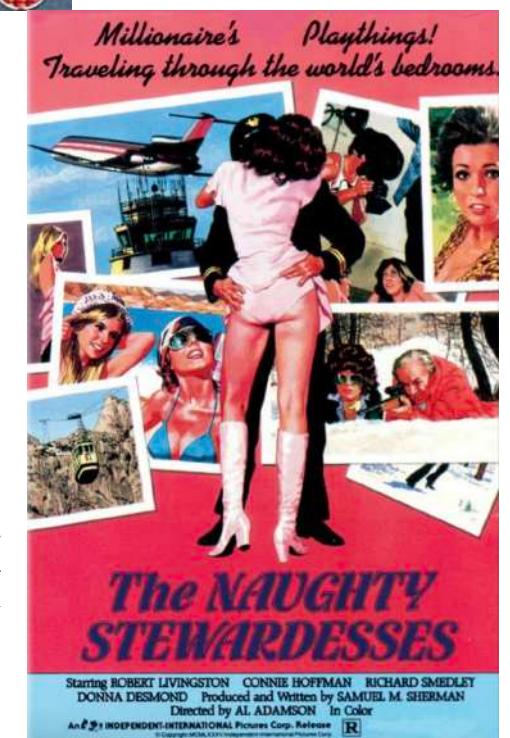
## Sex Icon in Pop Culture

The image of female flight attendants as sex icons was widely promoted through the advertisement campaigns of airlines, leading to the spread of stereotype of female flight attendants as sex appeal to the pop culture. From the late 1960s to early 1970s, slutty female flight attendants appeared in sexploitation films and porn flicks, for example, *The Stewardesses* (1969), *Pay Later* (1969), *Fly Me* (1973) and *The Naughty Stewardesses* (1975), this films usually depict the sexily dressed female flight attendants having many love affairs and sexual encounters. These productions show how the airlines had cultivated the image of female flight attendants according to the cultural trends, and in the meantime, shaped their sexy images in pop culture the other way around.



79 (LEFT) 80 (BELOW)  
Posters of the film “*The Naughty Stewardesses*” in 1975 (IMDb, 1975).

The storyline centres on the erotic adventures of sexy four female flight attendants who share a residence on the American West Coast.



78 (LEFT)  
Poster of the film “*Fly Me*” in 1973  
(IMDb, 1973).

This exploitation film is about three female flight attendants working for a flight from Los Angeles to Hong Kong, involved in love affairs, nudity and drug smuggling.

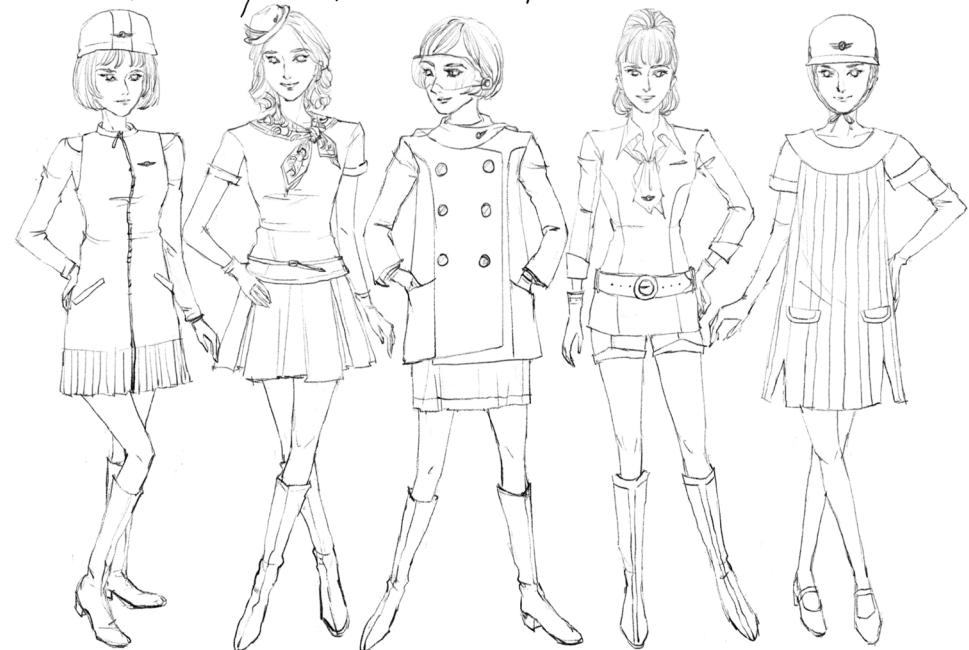
 *Female Flight Attendant Uniform*



81

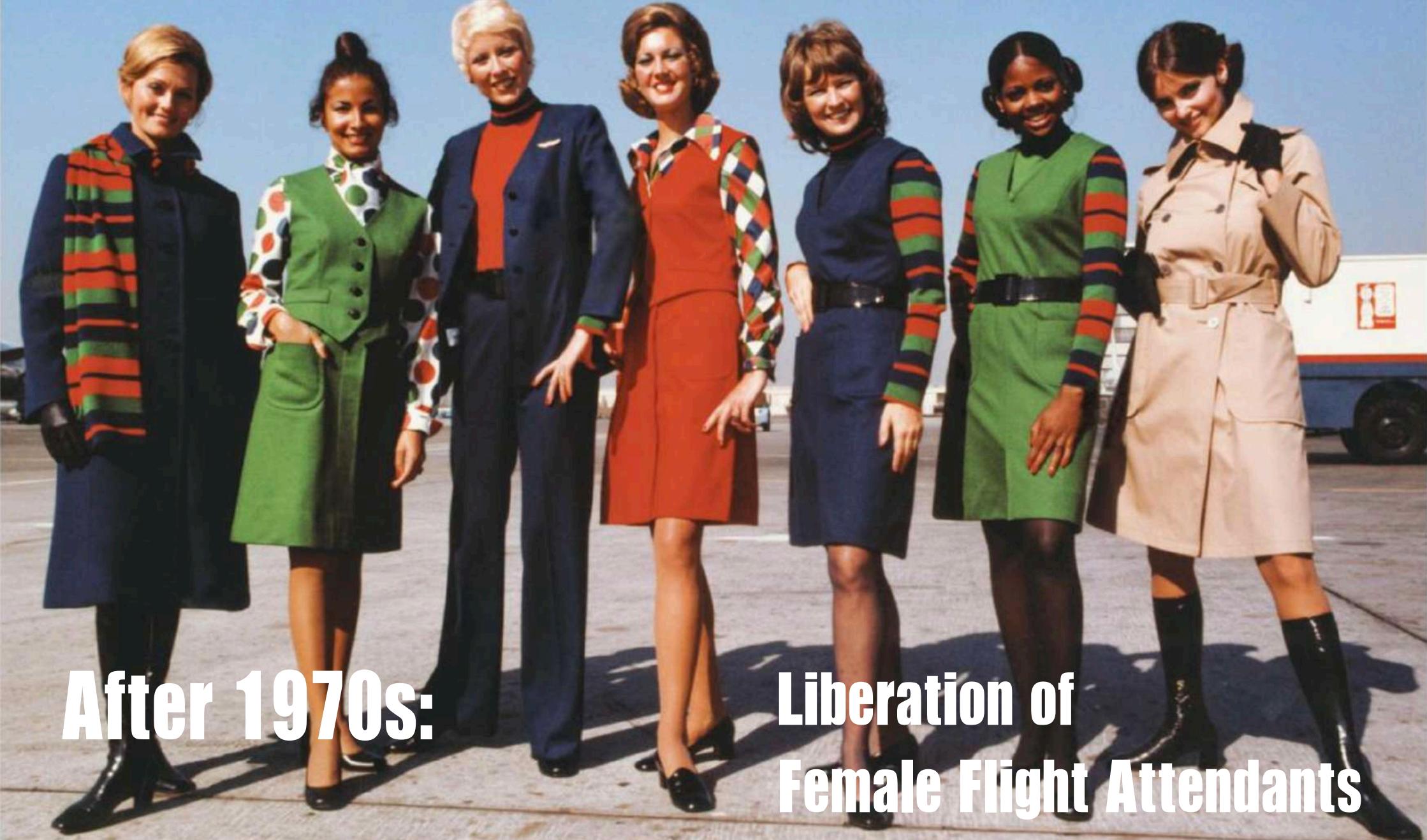
Mood board for the design of 1960-70s female flight attendant's uniform.  
Illustration by Pak Wai Tang.

*1960-70s female flight Attendant Uniform-*



82

Sketch design for the 1960-70s female flight attendant's uniform.  
Illustration by Pak Wai Tang.



After 1970s:

Liberation of  
Female Flight Attendants

- The Beauty of Diversity

## Female Flight Attendants in the Women's liberation Movements

The 1970s marked an important moment in the history of women's liberation movements, and flight attendants played a significant role in advocating for gender equality and challenging the airline industry's sexual exploitation of female workers. During this era, the second wave feminism movement spread across the Western Nations, focusing on the issues such as gender equality and discrimination, public and private injustices including marital rape and domestic violence, and the reshaping of better women's living and working conditions (Laughlin & Castledine, 2012). With the background of rapid social movements on the issue of women's liberation, flight attendant unionists developed feminist consciousness about their workplace concerns. They began to organise and mobilise in response to the degrading stereotypes, sexually discriminatory practices, and oppressive working conditions within the aviation sector (2007, p. 188).

Many female flight attendants found themselves subject to demeaning beauty requirements and sexual objectification that standardised and reified gender norms and impaired their professions. In response to this feminist awareness, several labour unions

and advocacy groups were formed to fight for the rights and dignity of flight attendants in the workplace, including the Stewardesses for Women's Rights (SFWR) (2007, p. 189) and the Airline Stewards and Stewardesses Association (ALSSA) (2013, p. 197). These organisations emerged as flight attendants' voices against gender inequality and sexual exploitation in the workplace. In the 1970s, flight attendant unionists gradually received media attention for their wide range of activities, such as protests, publications, and conferences that expressed the anger of flight attendants, and their health and safety advocacy. They challenged the gender stereotypes and the sex-object status that were imposed upon them by airlines, and rejected to be subservient or glamorous but instead asserted their professionalism. Through collective actions and advocacy, flight attendants were able to raise awareness about the prevalence of sexual exploitation and harassment in the aviation sector, and strived for greater freedom and autonomy in their attire and appearance (2007, p. 190).

With the changing attitude towards feminism and the status of female flight attendants in society, airlines started to redesign their flight attendants' uniforms and shifted the emphases from sex appeal to comfort, easy-to-handle, and individuality that allowed mix-and-match. There were multiple choices in styles, accessories, and hemline lengths, and the option of pantsuit also appeared (2007, p. 184). Based on the principles of mix-

and-match and more colour combinations, two distinct styles emerged in flight attendants' uniforms during the 1970s. One trend tried to showcase the modern and luxurious of working woman through the wearing of jackets and skirts with simplicity in the designs; the other style was the comfortable and easy-care outfits inspired by sporty resort wear, such as tunics and A-line dresses made with synthetic fabrics (SFO Museum p. 113).



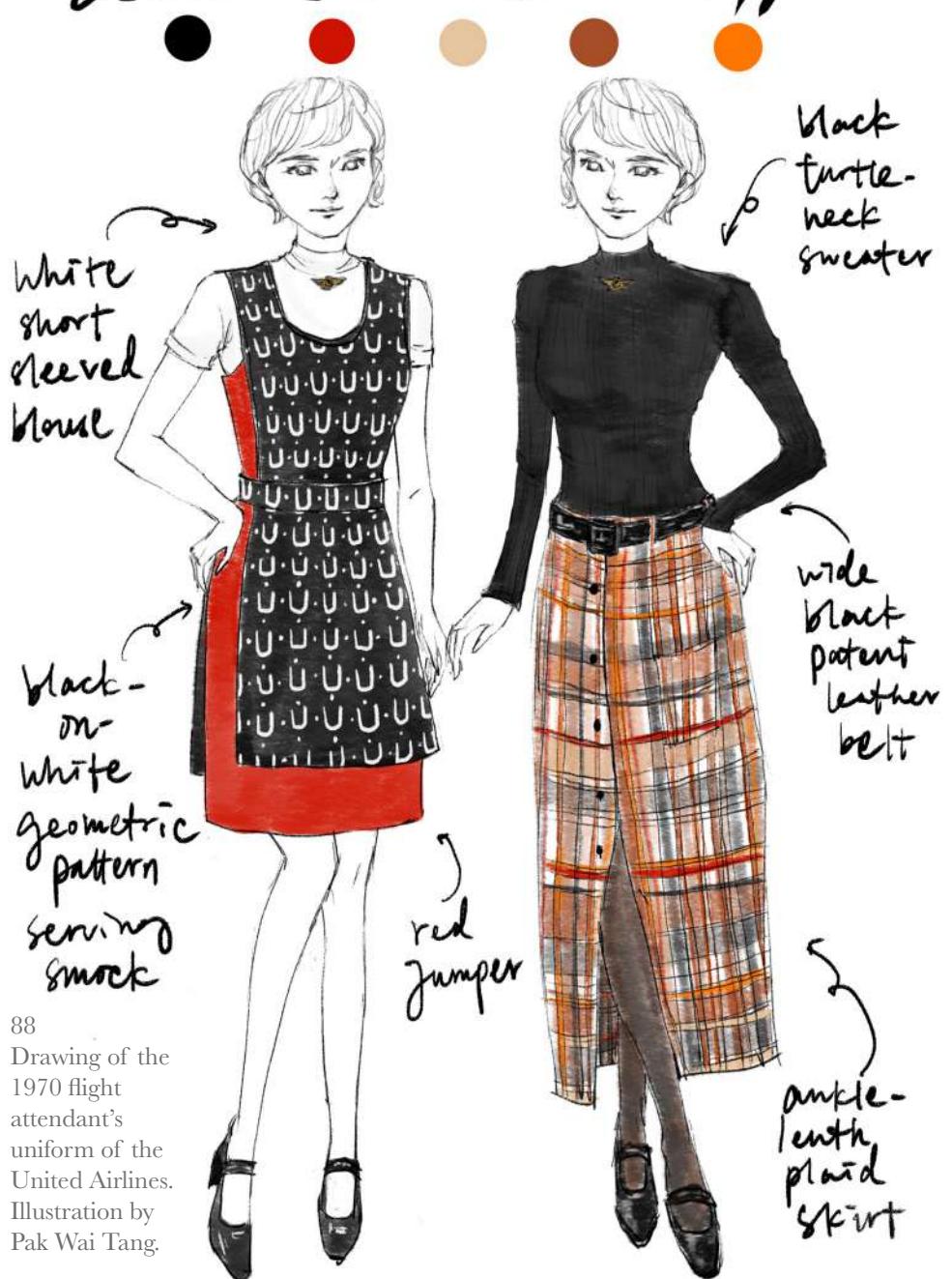
84 (LEFT)  
85 (NEXT PAGE  
UPPER LEFT)  
86 (NEXT PAGE  
UPPER RIGHT)  
87 (NEXT PAGE  
BELOW)

Female flight attendant uniform of the United Airlines in 1970-73, designed by Jean Louis. United Airlines Historical Foundation.



Jean Louis redesigned the flight attendant uniforms of United Airlines in 1970 with the idea of mix-and-match based on the colours of red, black, and white. The collection included a red double-knit jumper and a black-trimmed scoop neck; a red coloured winter coat with a black detachable fur collar, featuring a black Cossack-style hat and shiny black boots; a white raincoat for milder weather; and a serving smock to be worn inflight, featuring a black-on-white geometric pattern of the letter U for United. The collection also introduced a separate set of uniforms for flight attendants who worked in the first-class upper deck lounge. The uniforms consisted of a plaid maxi dress, or a plaid skirt is worn with a wide patent leather belt, both in the colours of black, brown, reddish-orange, and beige. The uniforms were also worn with a matching turtleneck sweater in black.

# United Air Lines 1970.





89 (ABOVE)  
90 (LEFT)  
Flight attendant uniform of the Delta Air Lines in 1970-73, designed by Sharon Harris for the Fashionaire Division of Hart Schaffner & Marx. Delta Flight Museum.



The mix-and-match uniform collection of Delta Air Lines consisted of pleated miniskirts matched with polyester tunics in the colours of white, navy blue, and orange, matching with the interior design of the new Boeing 747. The uniforms also featured a yellow raincoat, a red topcoat, and accessories including a yellow duffel bag and a ribbon beret hat in navy blue colour. This was also the first time for Delta Air Lines to include uniforms with pants for female flight attendants (Delta Flight Musuem).



The new flight attendant uniforms of Continental Airlines were designed in 1970 for their Boeing 747 Hawaiian service. The sporty design of this uniform collection emphasises casual and comfort, featuring a bold-striped polyester minidress in the orange colour of the company, matching with a gold-coloured chain belt with a medallion, and an orange and white scarf with patterns of the company logo.



92 (ABOVE)

93 (LEFT)

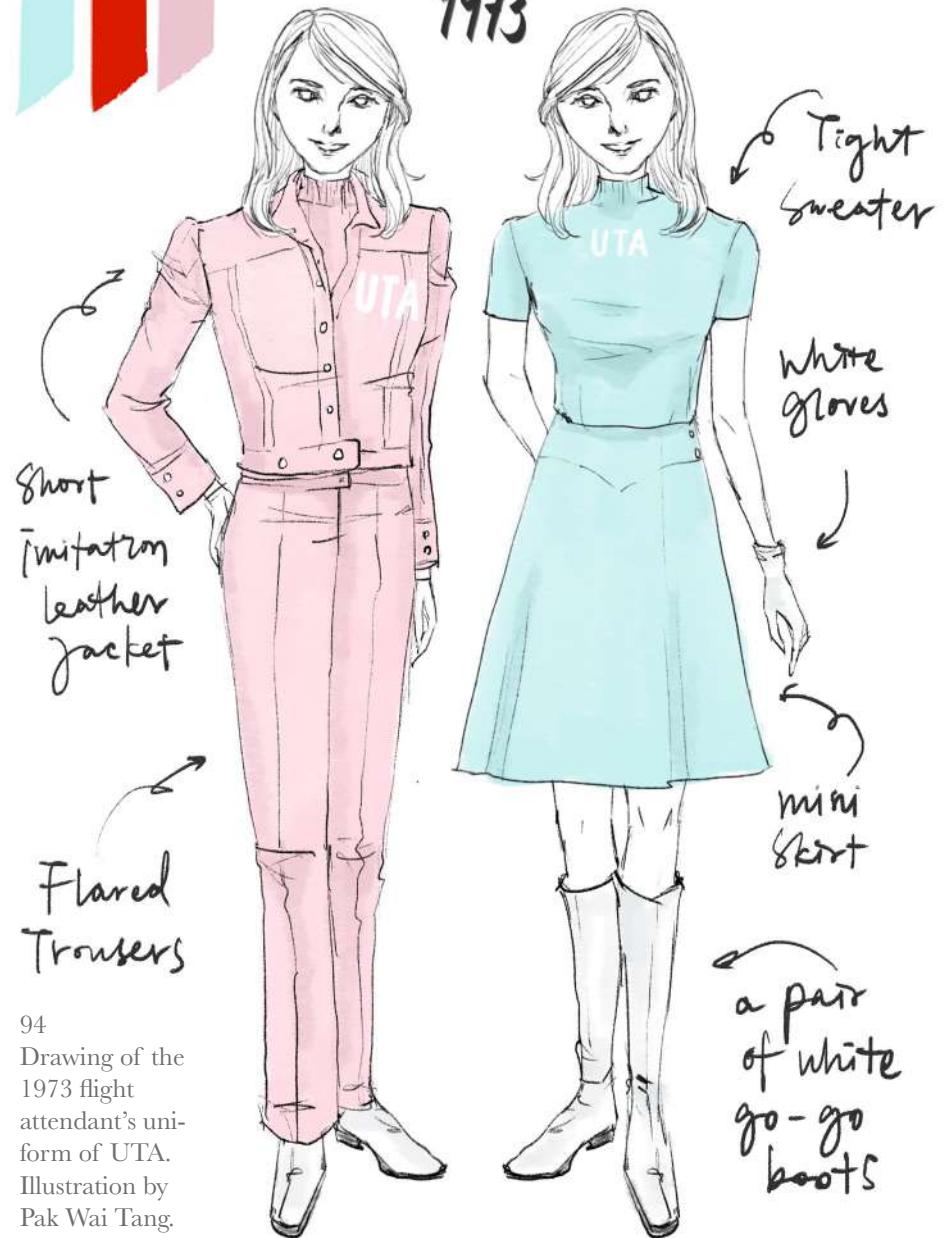
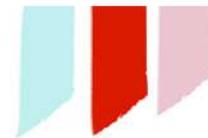
Female flight attendant uniform of Union de Transports Aériens (UTA) in 1973, designed by André Courrèges. Air France & SFO Museum.



The 1973 uniforms collection designed by André Courrèges embraced modernism and futurism with the mix-and-match of a short imitation leather jacket, tight sweater, mini skirt, or flared trousers in the colours of pearlescent pink, red, or powder blue, featuring a pair of white gloves and white go-go boots (Air France).

# UNION DE TRANSPORTS AÉRIENS

1973



94

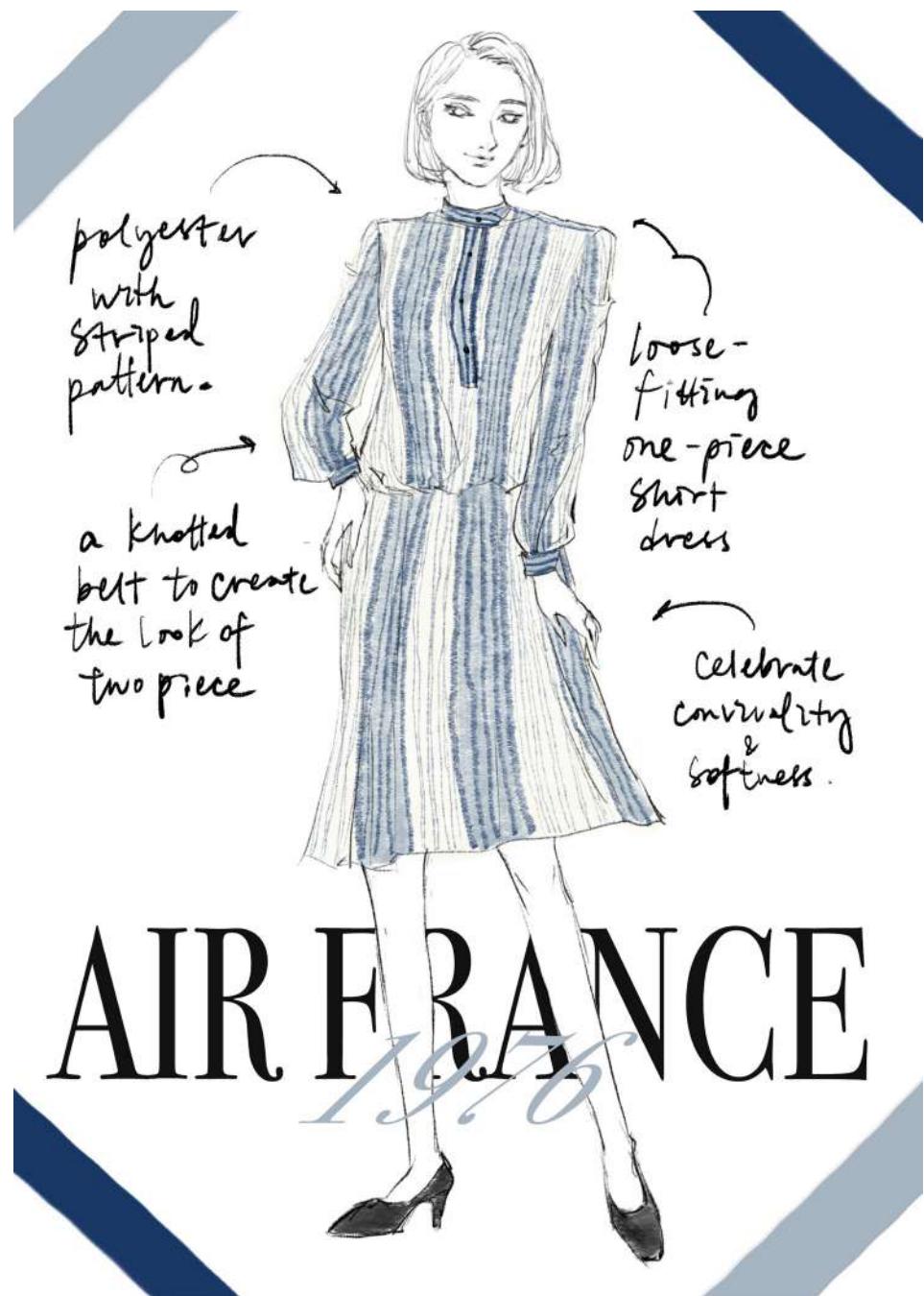
Drawing of the 1973 flight attendant's uniform of UTA. Illustration by Pak Wai Tang.



95 (LEFT) 96 (RIGHT)

Female flight attendant uniform of Air France Concorde in 1976, designed by Jean Patou. Air France.

This uniform in 1976 was designed by Jean Patou exclusively for the Concorde service of Air France. It emphasised the comfort of sportswear and embraced elegance and conviviality through a striped loose-fitting shirt dress in polyester, featuring a knotted belt to create the look of a two-piece. Air France.



97

Drawing of the 1976 flight attendant's uniform of Air France.  
Illustration by Pak Wai Tang.

## Female Flight Attendant's Uniform and the Display of Glocalisation

As suggested by Godson and Tynan (2019), the uniform of flight attendants might be tourists' first sense of a country when they go on international travel with flight, thus that "more than other forms of corporate dress, that airline uniforms are often designed with nationality in mind (p. 194)." Not only the impact of social events, cultural influences and corporate aesthetic, by the idea of glocalisation, which refers to the reflection and display of both global and local consideration, also affect the design of flight attendants' uniforms. Airlines may employ folk elements, traditional cultural features, and nature motifs of regional environment or plants patterns of their region for flight attendants' uniform design to reflect glocalism (Kim, J.U., Kim, J.H. and Kim, Y.S., 2015).



98 (ABOVE) & 99 (RIGHT)

Female flight attendant uniform of Cathay Pacific in 1962.  
Newshub & SFO Museum.

The previous uniform for female flight attendants of Cathay Pacific in 1962 featured traditional elements including the design of a mandarin collar, cheongsam skirt, and the gourd-shaped frog buttons (SFO Museum).



100 (ABOVE) & 101 (BELOW)

Female flight attendant uniform of Cathay Pacific in 1974, designed by Pierre Balmain. Newshub.

This uniform named "Tung Hoi" (meaning the Eastern Sea) was designed by Pierre Balmain, a Paris-based fashion designer. It featured a blouse printed with a wave pattern and a bright red coloured suit. The uniform also consisted of a black felt hat and a matching black skinny belt (SFO Museum).





102 (LEFT)

103 (RIGHT)

Female flight attendant uniform of Qantas Airways in 1974, designed by Emilio Pucci. Qantas Airways & SFO Museum.

The design of the Qantas Airways female flight attendant uniform in 1974 by Emilio Pucci was inspired by the nature of Australia, including birdlife and flowers. It consisted of a wool basketweave jacket of Australia in woodland green colour, and a shirt dress with floral and feather patterns in green and soft coral colours, featuring decorative borders at the collar and the hemline in blue colour (Qantas Airways).



Drawing of the 1974 flight attendant's uniform of Qantas Airways.  
Illustration by Pak Wai Tang.

Australian  
wool  
basketweave  
jacket

blue  
decorative  
borders  
at collars

shirt dress  
with floral  
& feather  
patterns  
in green  
& coral  
colours

Australian  
woodland  
green  
Colour

decorative  
borders  
at the  
hemline

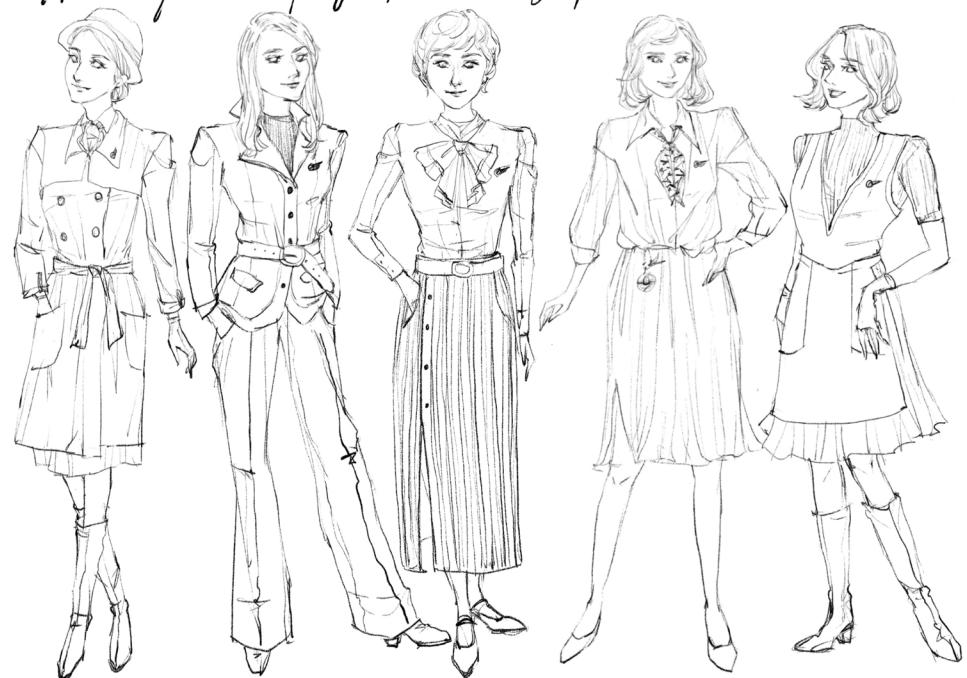




105

Mood board for the design of the 1970-80s female flight attendant's uniform.  
Illustration by Pak Wai Tang.

*1970-80s Female flight Attendant Uniform*



106

Sketch design for the 1970-80s female flight attendant's uniform.  
Illustration by Pak Wai Tang.



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## Figure List:

Fig 1: The Evolution of Female Flight Attendants' Uniforms.

Source: Tang, P. W. (2024). Book Cover Illustration. [Own work]. In possession of: the author.

Fig 2: The new Hardy Amies uniform for British European Airways, 1967.

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 3: Female flight attendant uniform of American Airlines in 1967.

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 4: Winter flight attendant uniform of Delta Air Lines, 1957-59.

Source: Delta Flight Museum. (n.d.). Flight Attendant Jet Age Uniforms 1959-2001. [Online image]. Delta Flight Museum.

Fig 5: The new Hardy Amies uniform for British European Airways, 1967.

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 6: Female flight attendant uniform of Braniff International Airways in 1971.

Source: National Air & Space Museum. (n.d.). Flight Attendants. [Online image]. National Air & Space Museum.

Fig 7: The original eight stewardesses, 1930.

Source: The United Airlines Historical Foundation. (n.d.). The original eight stewardesses in 1930. [Online image]. The United Airlines Historical Foundation.

Fig 8: Boeing Model 80A-1.

Source: The Museum of Flight. (n.d.). Boeing 80A-1. [Online image]. The Museum of Flight.

Fig 9: Ellen Church, the first female flight attendant in the world, 1940.

Source: 1940 Air Terminal Museum. (n.d.). Evolution of the Flight Attendant Uniform — 1940 Air Terminal Museum and Special Event Venue. [Online image]. 1940 Air Terminal Museum.

Fig 10: The original eight stewardesses, 1930.

Source: The United Airlines Historical Foundation. (n.d.). The original eight stewardesses in 1930. [Online image]. The United Airlines Historical Foundation.

Fig 11: The original eight stewardesses, 1930 (Straight).

Source: The United Airlines Historical Foundation. (n.d.). The original eight stewardesses in 1930. [Online image]. The United Airlines Historical Foundation.

Fig 12: Replica of the first flight attendant's uniform made by United Airlines, donated in commemoration of Ellen Church, the first flight attendant in the world.

Source: National Air & Space Museum. (n.d.). Flight Attendants. [Online image].

National Air & Space Museum.

Fig 13: Drawing of the 1930s flight attendant's uniform of the United Airlines. Source: Tang, P. W. (2024). Drawing of the 1930s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 14: Flight attendant in a grey duster and cap in nurse's uniform style serving passengers beverage on the plane, 1930-1932.

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1930-1932. [Online image]. The United Airlines Historical Foundation.

Fig 15: Nelly Hedwig Diener, the first female flight attendant in Europe flying for Swissair from 1934.

Source: Marder, P. (2018). Nelly Diener. Engel der Lüfte. Zurich: Bilgerverlag.

Fig 16: The advertisement of the United Airlines featuring an image of a female flight attendant, 1939.

Source: Vantoch, V. (2013). The jet sex: airline stewardesses and the making of an American icon. Philadelphia, Penn.: University Of Pennsylvania Press. P. 24.

Fig 17: Uniform for WAAF Aircraftwoman, 1942.

Source: Brayley, M. and Ingram, R. (2015). World War II British women's uniforms in colour photographs. Marlborough: Crowood Press. P.70.

Fig 18: Military uniform of the Women Airforce Service Pilots (WASP), USA, during World War II.

Source: National Air & Space Museum. (n.d.). Flight Attendants. [Online image]. National Air & Space Museum.

Fig 19: Female flight attendants' uniform of the United Airlines from 1933-1936.

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1933-1936. [Online image]. The United Airlines Historical Foundation.

Fig 20: Drawing of the 1933-36 flight attendant's uniform of the United Airlines.

Source: Tang, P. W. (2024). Drawing of the 1933-36s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 21: Fall and winter suit for United Airlines in 1936 (1).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 22: Fall and winter suit for United Airlines in 1936 (2).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 23: Female flight attendants' summer uniform of the United Airlines from 1939-1940 (1).

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1939-1940. [Online image]. The United Airlines Historical Foundation.

Fig 24: Female flight attendants' summer uniform of the United Airlines from 1939-1940 (2). Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 25: Female flight attendants' summer uniform of the United Airlines from 1939-1940 (3). Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 26: Drawing of the 1939-40 flight attendant's uniform of the United Airlines. Source: Tang, P. W. (2024). Drawing of the 1939-402 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 27: Female flight attendants' winter uniform of the United Airlines from 1939-1941.

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1939-1941. [Online image]. The United Airlines Historical Foundation.

Fig 28: Drawing of the 1939-41 flight attendant's uniform of the United Airlines. Source: Tang, P. W. (2024). Drawing of the 1939-40s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 29: Mood board for the design of 1930-40s female flight attendant's uniform.

Source: Tang, P. W. (2024). Mood board of the 1930-40s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 30: Sketch design for the 1930-40s female flight attendant's uniform.

Source: Tang, P. W. (2024). Sketch design of the 1930-40s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 31: 53 flight attendants, 1958, Life magazine.

Source: Barry, K. (2007). Femininity in Flight. Duke University Press. P. 44-45.

Fig 32: First commercial flight of Cathay Pacific Airways took off from Sydney in 1946.

Source: History in photos: Cathay Pacific celebrates 75 years of flying. (n.d.). News-hub. [Online image]. Cathay Pacific.

Fig 33: The female flight attendant's uniform of Cathay Pacific Airways from 1950 to 1954 (1).

Source: History in photos: Cathay Pacific celebrates 75 years of flying. (n.d.). News-hub. [Online image]. Cathay Pacific.

Fig 34: The female flight attendant's uniform of Cathay Pacific Airways from 1950 to 1954 (2).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 35: Drawing of the 1950-1954 flight attendant's uniform of Cathay Pacific Airways.

Source: Tang, P. W. (2024). Drawing of the 1950-54s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 36: Japan Airlines flight attendants' uniforms in 1951 (1).

Source: JAPAN AIRLINES Corporate Information. (2013). History of Uniforms | About Us | JAPAN AIRLINES Corporate Information. [Online image]. Japan Airlines.

Fig 37: Japan Airlines flight attendants' uniforms in 1951 (2).

Source: JAPAN AIRLINES Corporate Information. (2013). History of Uniforms | About Us | JAPAN AIRLINES Corporate Information. [Online image]. Japan Airlines.

Fig 38: Japan Airlines flight attendants' uniforms in 1951 (3).

Source: JAPAN AIRLINES Corporate Information. (2013). History of Uniforms | About Us | JAPAN AIRLINES Corporate Information. [Online image]. Japan Airlines.

Fig 39: Uniforms of British European Airways' female flight attendants from 1946 to 1959 (1).

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 40: Uniforms of British European Airways' female flight attendants from 1946 to 1959 (2).

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 41: Female flight attendant uniform of Pan American World Airways in 1959, designed by Don Loper.

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 42: Drawing of the 1959 flight attendant's uniform of Pan American World Airways.

Source: Tang, P. W. (2024). Drawing of the 1959 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 43: Female flight attendant uniform of Air France in 1962, designed by Christian Dior (1).

Source: Airfrance Corporate. (n.d.). Creation. [Online image]. Air France.

Fig 44: Female flight attendant uniform of Air France in 1962, designed by Christian Dior (2).

Source: Airfrance Corporate. (n.d.). Creation. [Online image]. Air France.

Fig 45: Drawing of the 1962 flight attendant's uniform of Air France.

Source: Tang, P. W. (2024). Drawing of the 1962 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 46: Female flight attendant uniform of United Air Lines in 1965, designed by William Travilla (1).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 47: Female flight attendant uniform of United Air Lines in 1965, designed by William Travilla (2).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 48: Female flight attendant uniform of British Overseas Airways Corporation (BOAC) in the 1960s (1).

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 49: Female flight attendant uniform of British Overseas Airways Corporation (BOAC) in the 1960s (2).

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 50: “Smart New Look”, Delta Digest, October 1965.

Source: Delta Flight Museum. (n.d.). Flight Attendant Jet Age Uniforms 1959-2001. [Online image]. Delta Flight Museum.

Fig 51: Female flight attendant uniform of Delta Air Lines in 1965 to 1968 Winter.

Source: Delta Flight Museum. (n.d.). Flight Attendant Jet Age Uniforms 1959-2001. [Online image]. Delta Flight Museum.

Fig 52: Drawing of the 1965-1968 flight attendant’s uniform of Delta Air Lines.

Source: Tang, P. W. (2024). Drawing of the 1965-1968 flight attendant’s uniform. [Own work]. In possession of: the author.

Fig 53: Mood board for the design of 1950-60s female flight attendant’s uniform.

Source: Tang, P. W. (2024). Mood board of the 1950-60s flight attendant’s uniform. [Own work]. In possession of: the author.

Fig 54: Sketch design for the 1950-60s female flight attendant’s uniform.

Source: Tang, P. W. (2024). Sketch design of the 1950-60s flight attendant’s uniform. [Own work]. In possession of: the author.

Fig 55: Female flight attendant uniform of Braniff International Airways in 1965.

Source: International Public Relations Archives / Courtesy of History of Aviation Collection. (n.d.). Portrait of Braniff International Airways flight attendants, 1965. [Online image]. International Public Relations Archives.

Fig 56: Print advertisement for United Airlines in 1966.

Source: Leo Burnett advertising agency Corporate archives, Chicago. (1966.) “Come Back Soon,” United airlines Campaign in the 1960s “Friendly Skies” Campaign Collection, Special Collections. [Online image].

Fig 57: Print advertisement for United Airlines in 1968.

Source: Rare historical photos. (1968). We’ve shaken our blues. [Online image].

Fig 58: The “Air Strip” television advertisement by Braniff International Airways in 1965. Source: Vantoch, V. (2013). The jet sex: airline stewardesses and the making of an American icon. Philadelphia, Penn.: University Of Pennsylvania Press. P. 169.

Fig 59: Female flight attendant uniform of Braniff International Airways in 1966, designed by Emilio Pucci (1).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 60: Female flight attendant uniform of Braniff International Airways in 1966, designed by Emilio Pucci (2).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 61: Female flight attendant uniform of Braniff International Airways in 1965, designed by Emilio Pucci.

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 62: Female flight attendant uniform of Braniff International Airways in 1965, designed by Emilio Pucci (1).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 63: Female flight attendant uniform of Braniff International Airways in 1965, designed by Emilio Pucci (2).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 64: Drawing of the 1965 flight attendant’s uniform of Braniff International Airways.

Source: Tang, P. W. (2024). Drawing of the 1965 flight attendant’s uniform. [Own work]. In possession of: the author.

Fig 65: Female flight attendant uniform of BOAC in 1970, designed by Clive Evans (1).

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 66: Female flight attendant uniform of BOAC in 1970, designed by Clive Evans (2).

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.

Fig 67: Female flight attendant uniform of Southwest Airlines in 1971 (1).

Source: Barry, K. (2007). Femininity in Flight. Duke University Press. P. 183.

Fig 68: Female flight attendant uniform of Southwest Airlines in 1971 (2).

Source: Vantoch, V. (2013). The jet sex: airline stewardesses and the making of an American icon. Philadelphia, Penn.: University Of Pennsylvania Press. P. 184.

Fig 69: Female flight attendant uniform of United Airlines in 1968-72, designed by Jean Louis (1).

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants’ uniform from 1968-72. [Online image]. The United Airlines Historical Foundation.

Fig 70: Female flight attendant uniform of United Airlines in 1968-72, designed by Jean Louis (2).

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants’ uniform from 1968-72. [Online image]. The United Airlines Historical Foundation.

Fig 71: Female flight attendant uniform of United Airlines in 1968-72, designed by Jean Louis (3).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 72: Drawing of the 1968-72 flight attendant’s uniform of United Airlines.

Source: Tang, P. W. (2024). Drawing of the 1968-72 flight attendant’s uniform. [Own work]. In possession of: the author.

Fig 73: Female flight attendant uniform of Hughes Airwest in 1972, designed by Mario Armond Zamparelli (1).

Source: SFO Museum. (2017). *Fashion In Flight: A History of Airline Uniform Design*. [Online image]. San Francisco Airport Commission.

Fig 74: Female flight attendant uniform of Hughes Airwest in 1972, designed by Mario Armond Zamparelli (2).

Source: SFO Museum. (2017). *Fashion In Flight: A History of Airline Uniform Design*. [Online image]. San Francisco Airport Commission.

Fig 75: Drawing of the 1972 flight attendant's uniform of Hughes Airwest.

Source: Tang, P. W. (2024). Drawing of the 1972 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 76: Female flight attendant uniform of Pacific Southwest Airline in 1973.

Source: SFO Museum. (2017). *Fashion In Flight: A History of Airline Uniform Design*. [Online image]. San Francisco Airport Commission.

Fig 77: Drawing of the 1973 flight attendant's uniform of Pacific Southwest Airline.

Source: Tang, P. W. (2024). Drawing of the 1973 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 78: Poster of the film "Fly Me" in 1973.

Source: IMDb. (1973). *Fly Me*. [Online Image].

Fig 79: Poster 1 of the film "The Naughty Stewardesses" in 1975.

Source: IMDb. (1975). *The Naughty Stewardesses*. [Online image].

Fig 80: Poster 2 of the film "The Naughty Stewardesses" in 1975.

Source: IMDb. (1975). *The Naughty Stewardesses*. [Online image].

Fig 81: Mood board for the design of 1960-70s female flight attendant's uniform.

Source: Tang, P. W. (2024). Mood board of the 1960-70s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 82: Sketch design for the 1960-70s female flight attendant's uniform.

Source: Tang, P. W. (2024). Sketch design of the 1960-70s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 83: Portrait of the United Airlines flight attendants, 1973-1976, designed by Jean Louis.

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1973-1976. [Online image]. The United Airlines Historical Foundation.

Fig 84: Female flight attendants of the United Airlines in winter coats in 1970-73, designed by Jean Louis.

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1970-1973. [Online image]. The United Airlines Historical Foundation.

Fig 85: Female flight attendants of the United Airlines in serving smocks in 1970-73, designed by Jean Louis.

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1970-1973. [Online image]. The United Airlines Historical Foundation.

Fig 86: First-class upper deck lounge uniforms of the United Airlines in 1970-73, designed by Jean Louis (1).

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1970-1973. [Online image]. The United Airlines Historical Foundation.

Fig 87: First-class upper deck lounge uniforms of the United Airlines in 1970-73, designed by Jean Louis (2).

Source: The United Airlines Historical Foundation. (n.d.). Female flight attendants' uniform from 1970-1973. [Online image]. The United Airlines Historical Foundation.

Fig 88: Drawing of the 1970 flight attendant's uniform of the United Airlines.

Source: Tang, P. W. (2024). Drawing of the 1970 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 89: Flight attendant uniform of the Delta Air Lines in 1970-73 (1).

Source: Delta Flight Museum. (n.d.). *Flight Attendant Jet Age Uniforms 1959-2001*. [Online image]. Delta Flight Museum.

Fig 90: Flight attendant uniform of the Delta Air Lines in 1970-73 (2).

Source: Delta Flight Museum. (n.d.). *Flight Attendant Jet Age Uniforms 1959-2001*. [Online image]. Delta Flight Museum.

Fig 91: Flight attendant uniform Continental Airlines in 1970-1973.

Source: SFO Museum. (2017). *Fashion In Flight: A History of Airline Uniform Design*. [Online image]. San Francisco Airport Commission.

Fig 92: Female flight attendant uniform of Union de Transports Aériens (UTA) in 1973, designed by André Courrèges (1).

Source: SFO Museum. (2017). *Fashion In Flight: A History of Airline Uniform Design*. [Online image]. San Francisco Airport Commission.

Fig 93: Female flight attendant uniform of Union de Transports Aériens (UTA) in 1973, designed by André Courrèges (2).

Source: Airfrance Corporate. (n.d.). *Creation*. [Online image]. Air France.

Fig 94: Drawing of the 1973 flight attendant's uniform of UTA.

Source: Tang, P. W. (2024). Drawing of the 1973 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 95: Female flight attendant uniform of Air France Concorde in 1976, designed by Jean Patou (1).

Source: Airfrance Corporate. (n.d.). *Creation*. [Online image]. Air France.

Fig 96: Female flight attendant uniform of Air France Concorde in 1976, designed by Jean Patou (2).

Source: Airfrance Corporate. (n.d.). *Creation*. [Online image]. Air France.

Fig 97: Drawing of the 1976 flight attendant's uniform of Air France.

Source: Tang, P. W. (2024). Drawing of the 1976 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 98: Female flight attendant uniform of Cathay Pacific in 1962 (1).

Source: History in photos: Cathay Pacific celebrates 75 years of flying. (n.d.). News-hub. [Online image]. Cathay Pacific.

Fig 99: Female flight attendant uniform of Cathay Pacific in 1962 (2).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 100: Female flight attendant uniform of Cathay Pacific in 1974, designed by Pierre Balmain (1).

Source: History in photos: Cathay Pacific celebrates 75 years of flying. (n.d.). News-hub. [Online image]. Cathay Pacific.

Fig 101: Female flight attendant uniform of Cathay Pacific in 1974, designed by Pierre Balmain (2).

Source: History in photos: Cathay Pacific celebrates 75 years of flying. (n.d.). News-hub. [Online image]. Cathay Pacific.

Fig 102: Female flight attendant uniform of Qantas Airways in 1974, designed by Emilio Pucci (1).

Source: SFO Museum. (2017). Fashion In Flight: A History of Airline Uniform Design. [Online image]. San Francisco Airport Commission.

Fig 103: Female flight attendant uniform of Qantas Airways in 1974, designed by Emilio Pucci (2).

Source: Qantas Airways. (2019). Our uniforms | Qantas GB. [Online image]. Qantas Airways.

Fig 104: Drawing of the 1974 flight attendant's uniform of Qantas Airways.

Source: Tang, P. W. (2024). Drawing of the 1974 flight attendant's uniform. [Own work]. In possession of: the author.

Fig 105: Mood board for the design of the 1970-80s female flight attendant's uniform.

Source: Tang, P. W. (2024). Mood board of the 1970-80s flight attendant's uniform. [Own work]. In possession of: the author.

Fig 106: Sketch design for the 1970-80s female flight attendant's uniform.

Source: Tang, P. W. (2024). Sketch design of the 1970-80s flight attendant's uniform. [Own work]. In possession of: the author.

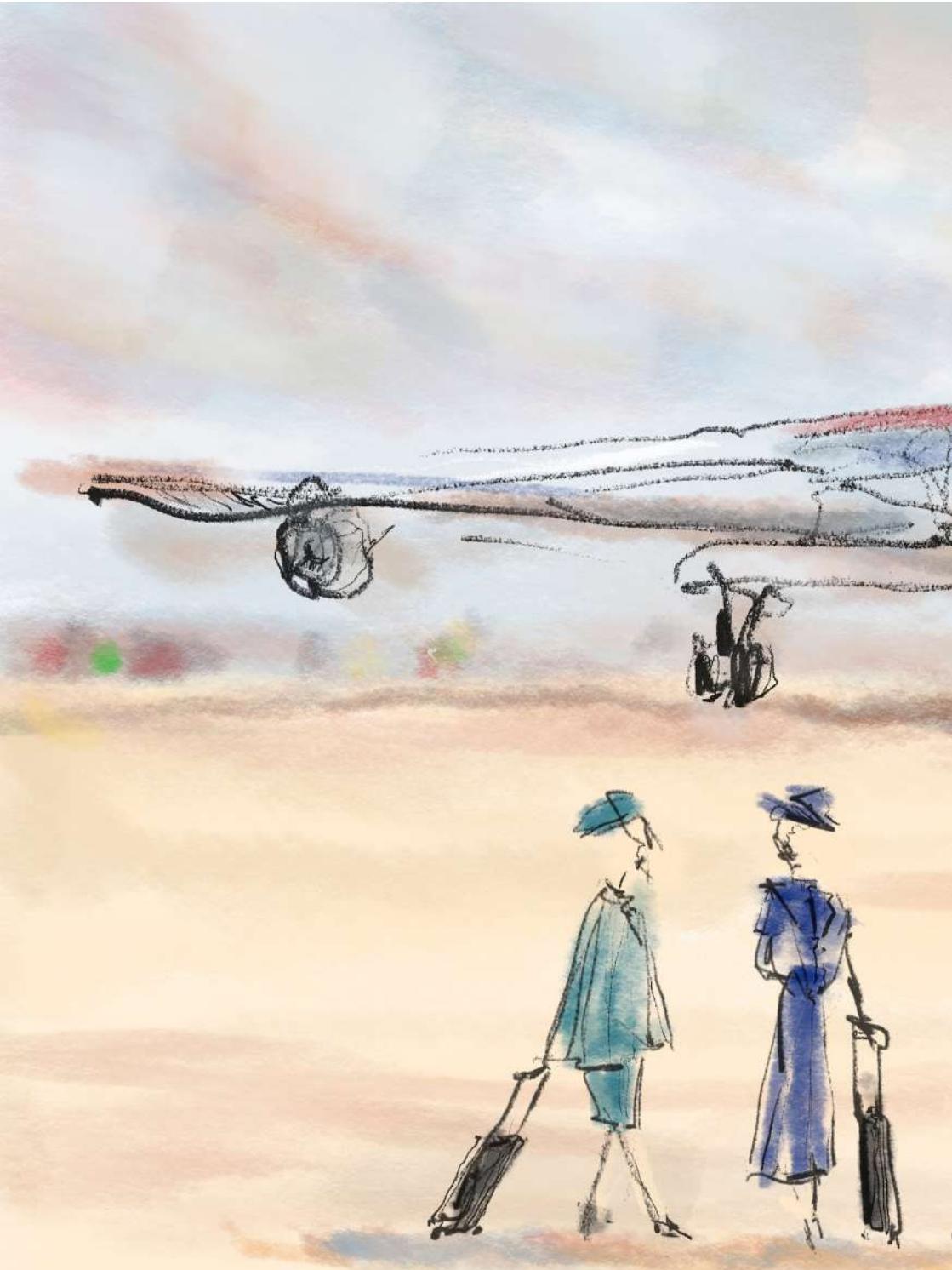
Fig 107: Female flight attendant's uniforms of the British Airways Concorde in 1976.

Source: British Airways. (n.d.). British Airways Uniform Through The Years. [Online image]. British Airways.



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Female flight attendant's uniforms of the British Airways Concorde in 1976.  
British Airways.



Phoebe.