



SAS unveils new crew uniforms inspired by Scandinavian heritage and modern innovation

SAS is launching new crew uniforms for its 9,000 representatives, combining Scandinavian tradition with a fresh, forward-looking design. For nearly 80 years, SAS uniforms have reflected the airline's identity as a trusted Scandinavian carrier. With a growing and diverse crew and customer base, the new uniforms embrace functionality and innovation while honoring the airline's rich heritage, symbolizing its transformation and commitment to the future.

30 million passengers encounter SAS crew every year. For hundreds of thousands of people traveling to Scandinavia annually, they are the very first introduction to the Scandinavian aesthetic.

“Updating the uniform policy was a significant step forward in refreshing who we are as an airline. These changes reflect a more modern expression while maintaining our commitment to professionalism, safety, and care,” says Pernille Ormholt Vang, Chief People Officer at SAS.

The updated uniform design was created through close collaboration across departments at SAS, with insights that inspired a modern, functional, inclusive, and sustainable design — perfectly embodying SAS’ Scandinavian values.

“The uniform is more than just a recognizable feature — it’s a vital work tool for our colleagues and an expression of our strong heritage and identity,” says Kristine Mayer, SAS Design Director. “Uniform trends often reflect the era in which they are worn, serving as a core expression of an airline's identity. As SAS has embarked on a new and exciting chapter, it’s only fitting that we update our look. I believe this uniform will become iconic, representing modern Scandinavia on the global stage, as we always have.”

Key features of the uniform

- **Timeless meets modern:** The silhouette draws inspiration from the iconic SAS uniforms of the past, designed by legendary names like Christian Dior and Calvin Klein. It blends a modern, approachable aesthetic with premium materials and dynamic accents, creating a look that is both timeless and refreshing.
- **Inclusivity and individuality:** Gender inclusive uniform with neutral items, optional sneakers, and allowances for visible tattoos and piercings enable team members to showcase their personality.
- **Sustainability in focus:** Materials were chosen with longevity in mind, and some existing items will be reused or upcycled to minimize waste.
- **Functionality and adaptability:** The uniform balances form and function, with pieces suited to varying roles, seasons, and weather conditions.

“Everyone in our company is unique, and it’s important that we create a culture where colleagues feel confident expressing their identity,” says Pernille Ormholt Vang. “People are at the heart of everything we do, and by welcoming greater diversity of personal expression through initiatives like our gender-neutral uniform, we believe we become more relevant to the

people and communities we serve.”

The updated uniform builds on recent changes to SAS’ appearance policies, including allowances for optional sneakers, visible tattoos, and piercings. Introduced last summer, these updates reflect SAS’ commitment to fostering a workplace where individuality is respected and celebrated.

The rollout will commence in February 2025, with old and new items coexisting during a yearlong transition.

For more information, please contact:

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SAS, Scandinavia’s leading airline since 1946, operates from its principal hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN). Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60 000 tons of cargo to 135 destinations across Europe, the USA, and Asia. SAS ranked as the second most punctual among Europe’s major airlines in 2024 and holds a position in the global top 10 for on-time performance. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: “To move from the old to what is about to come, is the only tradition worth keeping”. Innovation and societal progress are at the heart of everything we do. SAS joined SkyTeam in September 2024 and together with our partner airlines we offer a wide network worldwide.

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