

Press Release

For immediate release

Official Peach Aviation Cabin Attendant Uniforms Displayed at JATA Tourism Forum & Travel Showcase

OSAKA September 30, 2011 – Peach Aviation displayed official uniforms for male and female cabin attendants today at the JATA Tourism Forum & Travel Showcase at Tokyo Big Site. As Japan’s first dedicated low cost carrier (LCC), Peach aims to break existing uniform norms with a casual “Cute & Cool” concept while providing professional, quality service to customers.

Shinichi Inoue, Peach Aviation CEO commented that, “After much research and deliberation, we have completed a uniform design that embodies the unique, efficient nature of the LCC cabin attendant. Our goal is to be a new, fresh airline and this uniform will help in our efforts to bring a unique travelling experience to our customers.”

Peach Aviation, Japan’s first dedicated low cost carrier, is preparing for its first flight in March 2012. Peach will provide new travel options at affordable prices, and will act as a bridge between Japan and the growing economies of other Asian countries.

Peach Cabin Attendant Uniforms



* For more detail about the uniforms, please refer to the reference materials attached.



Peach Aviation Limited www.flypeach.com

Peach Aviation became Japan's first official LCC (low cost carrier) in February 2011. It will be commencing flights from its home base, Kansai International Airport, no later than March 2012.

Peach Aviation creates new airline networks across Asian countries. It is dedicated to providing safe, reliable, and affordable flights that will create new value and options in air travel. Peach will become a bridge between the growing economies of Asia and Japan.

Reference Materials

■ Uniform Design

The concept of the Peach uniform is “Cute & Cool”. In order for Peach to stand-out among airline companies, we have broken all the norms of typical uniform design by creating a wardrobe inspired by a “Cool, retro style,” that aims to put passenger at ease. Clean white is used as the main color to accent Peach’s colorful, pop color scheme. An LCC is not just a casual, cheap airline. With this uniform style, we were able to create a seamless combination of “Smart” and “Casual”.

■ Material

Peach cabin attendants are expected to flawlessly multi-task. To help create a sensible, comfortable uniform, materials that promote movement and efficiency were selected.

■ Scarf-Belt, Handkerchief

The symbol of the female flight attendant uniform is the scarf-belt accented with a peach flower, also seen on the tail of the aircraft. The scarf-belt was specially designed by the uniform supplier, Takashimaya. The Cute & Cool concept of the uniform is further accented by the pocket handkerchief worn by male cabin attendants, which is made from the same pink material as the collar of the shirt worn by both male and female attendants.

■ Designer

The brand designer for Peach is a global brand consulting company called CIA Inc. | The Brand Architect based in Tokyo. The Peach uniform was designed by London-based James Wilkie who previously contributed to global brands Abercrombie & Fitch, Ted Baker and Mark & Spencer.