

October 1, 2026
Peach Aviation Limited

First Full Uniform Update Since Peach Inaugurated Service -Commemorative Ceremony Held at Kansai Airport, Taking Off in a New Look-

Osaka, October 1, 2026 – Peach Aviation Limited ("Peach"; Representative Director and CEO: Kazunari Ohashi) fully updated the uniforms worn by Cabin Crew, Pilots, and ground staff in conjunction with its 15th anniversary brand update, and began wearing the new uniforms on October 1. In addition, to mark this occasion, a New Uniform Commencement Ceremony was held at Kansai Airport Terminal 2.



Scene from the New Uniform Commencement Ceremony

This is the first full update of Peach's uniforms since it inaugurated service in 2012. To the new sky." The new uniforms feature a warm beige gradation that harmonizes with the surroundings, accented with Peach's new signature pink and brown against subdued tones.

A common design has been adopted for Cabin Crew and ground staff, allowing each employee to freely select jackets, pants, dresses, and other items to suit their individuality. Pilot uniforms have also been renewed with a single-design jacket.

At the commemorative ceremony, Peach Representative Director and CEO Kazunari Ohashi, together with Cabin Crew, Pilots, and ground staff dressed in the new uniforms, presented original Peach commemorative gifts to passengers boarding flight MM153 to Fukuoka. In addition, on October 1, the first day the new uniforms were worn, limited-edition original stickers available for one day only were distributed on all Peach-operated flights, and Cabin Crew made special announcements. Together with passengers, Peach took a new step forward with the launch of the new uniforms.

Moving forward, with safe operations as our top priority, Peach will continue to deliver "new possibilities in the sky" that transcend conventional boundaries. We aim to combine rock-solid reliability and peace of mind, offering value that goes beyond the price, with an approachable, friendly nature that feels professional yet unpretentious.

<Remarks at the Inaugural Service Ceremony>

◆Peach Representative Director and CEO Kazunari Ohashi

"Since Peach inaugurated service in 2012, we have continued to grow with the support of many customers. As we mark the milestone of our 15th anniversary, today we begin wearing our fully updated uniforms for the first time since inaugurating service.

In this update, we pursued both Peach's unique identity and functionality, creating a design that enables each and every employee to work with energy and enthusiasm. United as one team in our new uniforms, we will continue to deliver safe and comfortable 'new air travel' to everyone."

<About the New Uniforms>

Special Page: <https://www.flypeach.com/information/brand/en/#new-uniform>

Unveiling Ceremony Live Stream: <https://youtube.com/live/vr0lbwk1baQ>

<One-Day-Only 'Original Sticker'>



About Peach (flypeach.com/en)

Peach is based at six airports: New Chitose, Narita, Chubu, Kansai, Fukuoka, and Naha, and services 25 domestic routes and 16 international routes. Under the new corporate message, "Beyond us who we were yesterday," Peach will continue to take on challenges and evolve to deliver new value, building on its accessibility and ease of use. With safe operations as our top priority, we will further refine our fundamental quality and unique value to become an airline that many customers can choose with confidence.