

September 3, 2026
Peach Aviation Limited

**Announcing new uniforms as part of our 15th anniversary
brand refresh!**

- Elegant, gentle, and inviting design -

Osaka, September 3, 2026 – Peach Aviation Limited (“Peach”; Representative director and CEO: Kazunari Ohashi) has redesigned the uniforms worn by our cabin crew, pilots, and ground staff. The new uniforms will make their debut on October 1, 2026.



Designed by creative director Yuya Nakata, who also designed the Japan Pavilion attendant uniforms for the Expo 2025 Osaka, Kansai, Japan, the new uniforms were produced under the supervision of Isetan Mitsukoshi Ltd. This marks the first complete redesign of the uniforms since Peach launched the company in 2012.

Peach's vision "A flight full of respect for everyone" has provided many customers with easy and accessible air travel. While maintaining this steadfast commitment, we will further refine the essential quality of our services as we aim to become an airline that customers can choose with even greater confidence than ever before.

<Design concept and features of the new uniforms>

1. Warm colors and silhouettes that harmonize with the surrounding space

The new uniforms feature a beige gradient designed to complement the newly renovated airport counters and the new aircraft design scheduled to be delivered next spring. The understated colors are accented with new shades of pink and brown that symbolize Peach. Details such as the uniform pockets also feature curves inspired by Peach's new logo that convey a gentle sense of softness through rounded forms.

2. Enhanced mobility and quality

We interviewed the employees who will wear the uniforms on the job, and their first-hand feedback and requests based on their day-to-day work have been reflected in every detail of the design.

We meticulously studied the wide range of moves our employees make on the job, from opening and closing overhead bins in the cabin, to operating the aircraft, to standing and sitting while working on the ground. That has resulted in a sophisticated and refined silhouette that provides ample freedom of movement. For the materials, we carefully selected easy-care fabrics that prioritize durability while offering softness and stretching. In addition, a textured leather-inspired belt adds an accent that lends the uniforms a refined, premium feel. Careful attention was also paid to practical details, such as ensuring that the pockets retain their shape even when holding items by adding pen loops.

3. Supporting diversity and seamless work styles

We have adopted a common design for cabin crew and ground staff uniforms and introduced a new one-piece dress. Staff members can freely combine the one-piece dress, pants, and jacket to reflect their own individuality. We have also unified the materials and designs of the jackets and pants, which previously differed by gender. Furthermore, we have updated the pilot jackets to a single-breasted design, refreshing the overall look to foster a sense of unity across the entire company.

<Message from Creative Director Yuya Nakata>

I believe many passengers feel a certain sense of nervousness when traveling by air. That is why I sought to create a relaxed yet professional design, one that makes passengers feel safe and at ease when flying with Peach. I hope that putting on these uniforms will help staff switch into professional mode and inspire them to offer customers an extra touch of kindness.



<The concept behind the main visual>

Known for an extensive portfolio spanning leading fashion magazines and advertising campaigns, photographer Kazuki Nagayama was tapped to shoot the main visual and official promotional images for the new uniforms. He also serves as director of photography for the YouTube music channel “THE FIRST TAKE,” where many renowned artists perform songs in a single take. Under his subtle yet powerful direction, the visuals showcase the new uniforms’ functional beauty and refined design, as well as capture the professionalism and individual brilliance of each staff member wearing them. The key visual he has created vividly captures the sense of trust and safety of Peach, as well as its forward-looking vision for a new era.



<Special Page>

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



<New Uniform Concept Video>

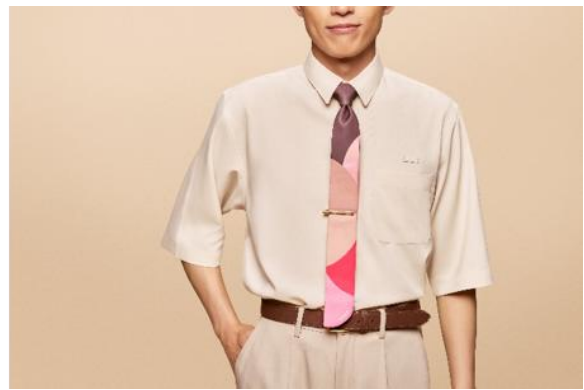
<https://youtu.be/aQ-YleImutM>



[Reference materials]

<Cabin crew and ground staff>

The uniforms make use of the warm, inviting design that harmonizes with the overall environment, including aircraft and airports. The jackets and pants feature the shared design and fabrics for all genders, while a variety of styles such as jackets, pants, and dresses allow staff to create a variety of looks tailored to each staff member's individuality. The scarves and ties feature the same pattern to foster a unified identity, while the textured leather-inspired belt adds a distinctive accent. To help create a healthier and more comfortable working environment for employees, the new footwear options include sneakers as well as pumps. This allows each staff member to express their individuality and enjoy styling the uniforms in their own way.



<Peach-Shaped Pouch>

Alongside the introduction of the new uniforms, we will introduce the “Peach-Shaped Pouch” as a symbolic accessory unique to Peach. Designed to encourage more in-depth interactions between cabin crew and passengers on board and to spark conversations. The pouch's appealing features are its charming three-dimensional peach shape and leaf design, which is also a theme in the new logo. It is worn attached to the waist or on a strap and carried while providing in-flight services.



<Pilots>

We have adopted a sophisticated single-breasted jacket that embodies the trustworthiness and dignity expected of a professional. To support the precise maneuvering required in the cockpit, the jacket provides excellent stretching and a comfortable fit. At the center of the wing badge is a peach featuring the same leaf theme as the logo.



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 15 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.