

Enhanced glamour for Swissair

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1978)**

Heft 1739

PDF erstellt am: **17.09.2024**

Persistenter Link: <https://doi.org/10.5169/seals-687278>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Enhanced glamour for Swissair

In the near future Swissair's air and ground hostesses will begin to appear in new outfits, with navy blue the predominant colour. The extensive new wardrobe includes a basic uniform of navy blue skirt and blazer, white and blue dresses and skirts with dark stripes and four different blouses, long or short sleeved, in white, navy and a dotted pattern. For cold and wet weather the hostesses have a navy blue overcoat and a light raincoat, both with hoods and worn belted.

For meal service air hostesses have a red apron dress, while ground hostesses can also wear navy blue slacks and a blouse or a polo-neck pullover.

In general, the hostesses can "mix and match" blazer, dresses, skirts and blouses in any desired combination to suit their personal preference. The only distinguishing mark between air and ground hostesses is the Swissair insignia badge, gold for cabin crew and silver for ground personnel. The uniform for male staff remains unchanged, except that the stewards serving on board aircraft are being given a striped jacket in colours matching the hostess wardrobe.

The new ensemble is the result of a two-year trial and selection process. In its final stages seven uniform creations by different designers were tested on regular



An attractive line-up shows the new Swissair uniforms.

flights for the air hostesses' and the public's reactions. The choice was finally narrowed down to two; of these, Swissair's Management chose the new hostess wardrobe which was created by

the Swiss couturière Julia Diethelm. She had also designed the present Swissair hostess uniform. The Management's choice was put to a poll of air and ground hostesses who supported it.

SWISSAIR ✈

COMPUTERISES LONDON CARGO RESERVATIONS

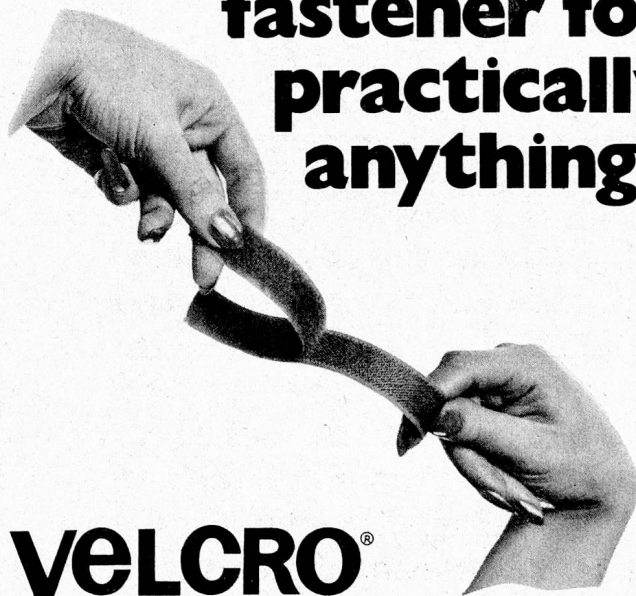
From 13th February Swissair's London cargo reservations will make and confirm cargo bookings out of London and out of Switzerland by means of the airline's computerised CARIDO cargo reservations and documentation system. This means that cargo agents and shippers will be able to obtain immediate reservations of cargo space from London and much faster confirmation of space on onward flights from Switzerland.

The confirmation of space from Zürich or Geneva under the previous manual system could take up to two hours, but is now available within 30 seconds. Post-flight information will also be improved as the computerised system can instantly indicate whether a shipment did go forward as booked.

All positions in Swissair's cargo reservations unit at Unitair Centre near Heathrow Airport have been equipped with Incoterm visual display units, following training of staff by specialists at the airline's head office in Zürich.

The CARIDO system has been in operation at Swissair's cargo offices in Switzerland for the past two years and has proved highly efficient. London is among the first stations abroad to be equipped with it. Manchester and Glasgow, Swissair's other two on-line cargo reservation offices in the U.K., are scheduled to be linked to CARIDO in the autumn of this year. In the meantime, both offices can telephone the London reservations unit for urgent enquiries for space out of Switzerland.

**the practical
fastener for
practically
anything..**



VELCRO®

TOUCH & CLOSE FASTENER

Sole U.K. Manufacturer,
Selectus Limited, Biddulph, Stoke-on-Trent.
Telephone: Stoke-on-Trent 513316 (0782).