

HK Express Unveils a New Look
The low-fare airline's cabin crew sports stylish new uniforms

Hong Kong, 13 October 2015 HK Express is rolling out a whole new look with stylish new uniforms from the same designers behind the airline's cabin interiors and branding.

Designed by Daniel Baron, of LIFT Strategic Design, the new uniform reflects the HK Express brand. It's polished, professional and a lot of fun — just like the low-fare airline's company culture.

"The new HK Express uniforms have been designed to reflect the airline's DNA: approachable, energetic and highly professional," said Daniel Baron. "I wanted the staff to not only look stunning and stylish, but to also exude the personality of HK Express and feel proud to sport these uniforms. Instead of just handing out a look, we worked with the cabin crew throughout the design process to ensure that their comfort was a big part of the conversation."

The new female cabin crew uniforms showcase a contemporary style with high-quality fabrics, subtle silver shimmer, and the brand's signature color. The two-toned silver dress features pops of purple along the neckline and waist, a vibrant violet jacket completes the ensemble.

Meanwhile, the male cabin crew uniform features light grey-coloured trousers handsomely paired with a dark grey jacket. Peeks of purple are seen in the jacket's lining and pocket, as well as in piping around the collar and down the front of the short-sleeved white shirt.

"Having the ability to holistically oversee the airline's brand concept means that HK Express has continuity between the cabin interiors, livery and uniforms," said Baron. "Every design aims to be fresh and approachable – a reflection of the airline itself. I hope the cabin crew will feel comfortable and represent the brand with confidence."



After months of designing and consultation, the cabin crew will debut their stunning new uniforms onboard HK Express flights this fall.

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HK Express is an IATA Operational Safety Audit (IOSA) registered airline and therefore in compliance with IOSA standards. HK Express is committed to delivering operational safety to its Guests and crews.

About HK Express

Independent flight statistic monitoring website flightstats.com has already recognised HK Express for its top On-Time-Performance (OTP) rate. The airline has become a leader in the Hong Kong aviation industry by concentrating on low fares, best-in-class on-time performance and safety while revolutionizing air travel throughout the Asia market. The airline also received a “7-star safety rating”, the highest ranking possible from airlineratings.com, an independent, industry-respected research group. HK Express flies to 22 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan (commencing 27 October). It is expected to launch Yangon and Mandalay in Myanmar and Luang Prabang in Laos in early 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 3 million Guests – a major achievement that attests to the popularity of the airline.

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