

Riyadh Air unveils new designer made cabin crew uniforms

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Dhaka: Riyadh Air unveiled its cabin crew uniforms created by Saudi designer Mohammed Ashi, founder of the Paris-based label Ashi Studio, at a grand event during the Haute Couture Week in Paris on June 27.

The new airline of the Kingdom of Saudi Arabia is on track to operate its maiden flight in 2025, connecting the Saudi capital to over 100 destinations by 2030.

“It’s not cabin crew ‘uniforms’, it’s cabin crew fashion,” said Tony Douglas, CEO, Riyadh Air while addressing the audience at the runway show.

The luxury line is comprised of timeless cashmere outerwear, elegant dresses and trousers made of fine wools, custom leather footwear, amethyst earrings and pillbox hats, all of which were inspired by 1950s

airline fashion, widely considered the “golden age” in aviation, however, with an “Ashi” twist, said renowned designer Mohammed Ashi.

For the uniforms, Ashi created an entirely new colour tone—Electric Amethyst for womenswear and Dark Amethyst for menswear.

The unique amethyst shades pay homage to Saudi Arabia’s lavender fields and are rooted within Riyadh Air’s bold color scheme.

The fashion collection will be worn by Riyadh Air cabin crew, pilots, concierge agents and airport staff. They will be changed seasonally to keep the looks fresh.

10 womenswear looks were shown on the Paris runway, each of which were accompanied by accessories such as shoes, purses and hats.

Five menswear looks were also unveiled, with the rest being kept under wraps.

Ashi included distinctive Riyadh Air elements in the designs, such as adding the canopy twist found in the Riyadh Air brand logo into the silhouettes of some of the pieces.

There were some modest options too, including a turban for women as well as trousers. The skirts were below the knee and embodied a sleek clean design with some high collars on show.

To mark the launch, Douglas said. “Working with Ashi on these designs has been a tremendous experience for all of us and we’re all very proud to be able to show off the creations and the full range early next year.”

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