



Thomas Cook Airlines

Thomas Cook Airlines

UNIFORM



CUSTOMER @



Uniform@Heart - Style Guide

Welcome to the new edition of your uniform style guide. This is your individual guide to wearing your uniform in style. The collection has been developed with the co-operation of all the Group Airlines, to bring us together as one uniform team. We have developed a uniform that is comfortable to wear and we look forward to seeing you looking your best every time you come to work.

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Uwe Balser &
Maggie Kennedy

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The rollout of the new Group uniform marks the latest step in the rollout of the Group identity across all our Thomas Cook Group Airlines markets.

We are creating one virtual Group airline that spans all our markets and to achieve that it is essential that we have one look for all our crew. So whether our customers are on board our aircraft in Germany, Belgium, Scandinavia or the UK, they see our crew in a uniform that they recognise and a quality that they deserve.

We have spent more than £100m on refurbishing our aircraft inside and out using the new branding and livery. We have a uniform look for our planes and now we have a one Group uniform look for our crew too.

The first stage of the uniform project has the UK crew, cabin crew and pilots, go into the new uniform, followed by colleagues in Belgium, Scandinavia and Germany.

Group identity

The uniform is a vital part of any airline. Working with our customers, day in and day out, our cabin crew and pilots are the face of Thomas Cook Airlines. They need to look professional at all times. A quality and stylish uniform is an essential part of that. Our new uniform achieves that aim.

Cabin crew have told me what they want from a uniform. They want a uniform that reflects the airline; a uniform that looks good; a uniform that is a good quality; a uniform that they can be proud of. This new uniform gives you just that.

It is not only a great quality, but it also looks great.

I am delighted with the work the project team has done and what they have come up with. From choosing a uniform, through to selecting a supplier and ensuring the smooth rollout. I would like to thank each of them for their hard work, particularly Christine Berger-Danzinger, Michaela Bebbington, Sharon Wroe, Michelle Peacocke, Odd Johnsrud, Aase Tilrem and each of the department heads who have been involved.

We all already know that we have the best crew in the industry - our brand new uniform means that we now also have the best dressed crew in the industry too.

All the best,

Christoph Debus

Chief Airlines Officer



“We already have the best crew in the industry - now we have the best dressed too.”





Director - Group Cabin Crew Management
Maggie Kennedy

Bringing the glamour back



Group Director Cabin Services
Uwe Balser

One Group airline - one Group uniform. That is our vision for the future of Thomas Cook Group Airlines.

We already have a uniform look for our aircraft and now with this new uniform, we have one great look for our cabin crew.

It is a look which Group Director Cabin Services, Uwe Balser, said will make you even prouder to work for Thomas Cook.

"The new uniform project team was tasked with coming up with a new look for our Group Airlines cabin crew which reflected Thomas Cook's rich history and the Company's ambitions for the future - and they delivered," Uwe said.

"Crew want us to celebrate that fact by looking like one airline, and I agree wholeheartedly with them. Our aircraft have undergone a huge makeover to make them look uniform. And with the roll out across the Group of the new uniform, no matter where our customers are flying from, our cabin crew and pilots will look uniform too.

"I love the look of this new uniform. It has a classic airlines design with a modern edge. It's a great look and one which I know you all will be proud to wear."

Bringing the glamour back

It is a design which Director - Group Cabin Crew Management, Maggie Kennedy, said "captures the styling of classic airline uniforms".

"I want our uniform to have style. I want it to be good quality. And above all, I want it to look like a uniform that makes you as proud to wear it as we are to work with you," Maggie said.

"Airline uniforms need to look like they

belong to an airline. You can rarely cross a retail uniform with an airline. They're different.

"This uniform has very stylish looks and has the durability to still look stylish even while under pressure on board.

A classic airline uniform is more formal than other kinds of uniform. It has an edge

which you just don't get with other uniforms.

Our new uniform gives us that edge.

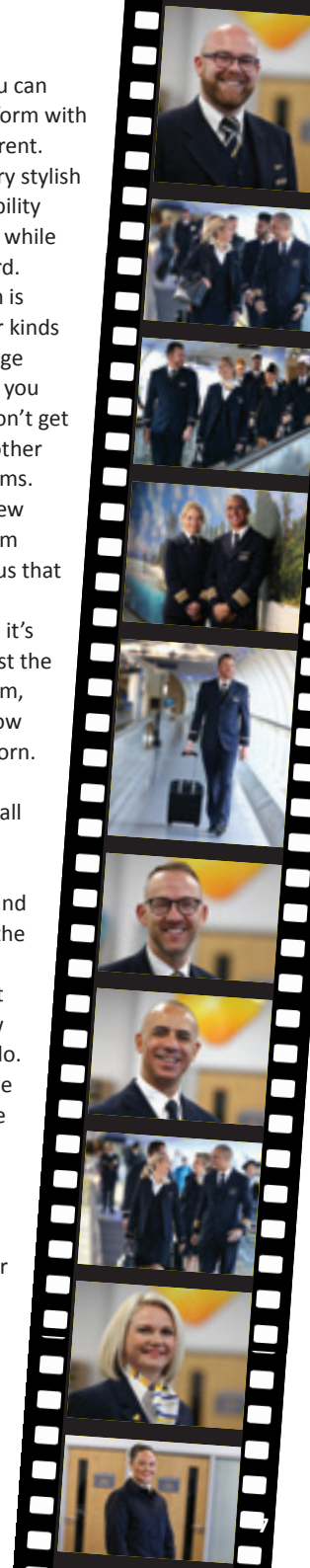
"But it's not just the uniform, it is how it is worn. That's

what this style guide is all about. It is packed with information on what to wear, when to wear it and how to wear it to look the best.

"And looking the best is exactly what this new uniform allows you to do. To look the best possible cabin crew in the airline industry.

"It doesn't matter if it is 2017 or 1957, the airline business is a glamorous industry. Our customers want ... in fact they expect you to look glamorous.

"This uniform brings the glamour back."





The ladies' guidelines have been developed with you in mind.

The uniform is comfortable and stylish to wear and it is complemented beautifully with a lovely, navy, leather handbag.

The bag was designed with cabin crew in mind and will be a stylish addition to our tailored uniform.

We have introduced gold stripes to the ladies' jackets to fall in line with our other airlines and to create a stylish new detail to the uniform.

Our senior cabin crew are also recognised with one and a half stripes on the sleeve.

On the runway

Your uniform

Looking great in the air
and on the ground

MODESTY UNIFORM

If you follow certain
clothing guidelines
because of your faith,
we can offer a slightly
alternative version of
this uniform.



Tailoring



Jacket

The jacket is an integral part of the uniform and must be carried at all times. When the jacket is worn it can be fastened or unfastened. The jacket should not be worn to deliver the cabin service. The collar must not be turned up and the sleeves should never be rolled up.



Skirt

The waistband should sit on the smallest part of your waist and the hem should sit mid or bottom of the knee.



Dress

The dress is a complete outfit. It must be fully zipped up and always worn with the neck scarf. The dress must not be altered. The hem should sit mid or bottom of the knee.



Trousers

Must be neatly pressed with a single middle crease. Trousers should sit neatly on the shoe and not drag along the floor nor sit on the ankle.



White Blouse

Keep the blouse looking great and follow the care instructions. The blouse must be clean, fully pressed and the collar free from make-up. Wear your blouse fastened apart from the top two buttons and tucked into your trousers or skirt. In hot weather conditions if the blouse is to be worn without the jacket or waistcoat the name badge must be pinned onto the left-hand side of the blouse. Wear white or natural underwear in case of show-through.



Cardigan

Fully button the cardigan with the name badge on the left-hand side. This is an on-board inflight item only and must be clean and pressed. Sleeves must stay in line with the wrist and not rolled up or pushed up the forearm. It can be worn in flight for the service but do not wear your cardigan with the jacket, waistcoat or during boarding and disembarking.



Overcoat

Individuals can choose to wear the overcoat. It is not necessary for everyone to wear it at the same time. The overcoat may be worn when standing at the top or bottom of the steps during customer boarding and disembarking and in cold conditions in the cabin for boarding and disembarking. The coat must be worn buttoned and the top button can be left undone.



Waistcoat

The waistcoat is to be worn over the uniform issue blouse. The exception to this is when you are following the guidelines for the cardigan. Whenever the waistcoat is worn without a jacket the name badge must be fixed to the left-hand side breast pocket. Any items such as pens must not be placed inside the waistcoat pocket. The waistcoat must be worn for boarding and disembarking, the exception to this is hot weather conditions, when the jacket is not worn.

Tabard

This can only be worn over the dress during the service and not to be combined with the cardigan or waistcoat.



Scarf

Only the uniform scarf provided should be worn. The scarf can be worn tied in a knot to either side. Do not obscure the name badge. It can be worn in a cravat style inside the blouse.



The men's guidelines have been developed with you in mind.

Featuring a stylish three-piece suit we have added additional features to the jacket. The jacket has been tailored with gold stripes added to the sleeves.

Our senior crew are also recognised with one and half stripes on the jacket sleeves. This will make you easily identified to the ground teams.

We have added a new cardigan to the collection, to add a modern feel to the uniform.

In addition to this we have introduced classic epaulettes to the men's shirts.

On the runway

Your uniform

Looking great in the air
and on the ground



The suit



Waistcoat

The waistcoat is to be worn over the uniform issue shirt. The exception to this is when you are following the guidelines for the cardigan or jumper. Whenever the waistcoat is worn without a jacket the name badge must be fixed to the left-hand side breast pocket. Any items such as pens must not be placed inside the waistcoat pocket. The waistcoat must be worn for boarding and disembarking, the exception to this is hot weather conditions, when the jacket is not worn.



Jacket

The jacket is an integral part of the uniform and must be carried at all times. When the jacket is worn it can be fastened or unfastened. The jacket should not be worn to deliver the cabin service. The collar must not be turned up and the sleeves should never be rolled up.

Trousers

Trousers must be worn with the company issue belt. Visible braces must not be worn. Trousers should be pressed with a single middle crease. They should sit neatly on the shoe and not drag along the floor nor sit on the ankle. The waistband must sit on the smallest part of the waist.



Shirt

Only the uniform issue shirts can be worn. It must be tucked into the trousers and be fully buttoned to the top. In hot weather conditions if the shirt is to be worn without the jacket or waistcoat the name badge must be pinned onto the left-hand side of the shirt.

Epaulettes must be worn with the shirt at all times.



Cardigan

Fully button the cardigan with the name badge on the left-hand side. This is an on-board inflight item only and must be clean and pressed. Sleeves must stay in line with the wrist and not rolled up or pushed up the forearm. It can be worn in flight for the service but do not wear your cardigan with the jacket, waistcoat or during boarding and disembarking.

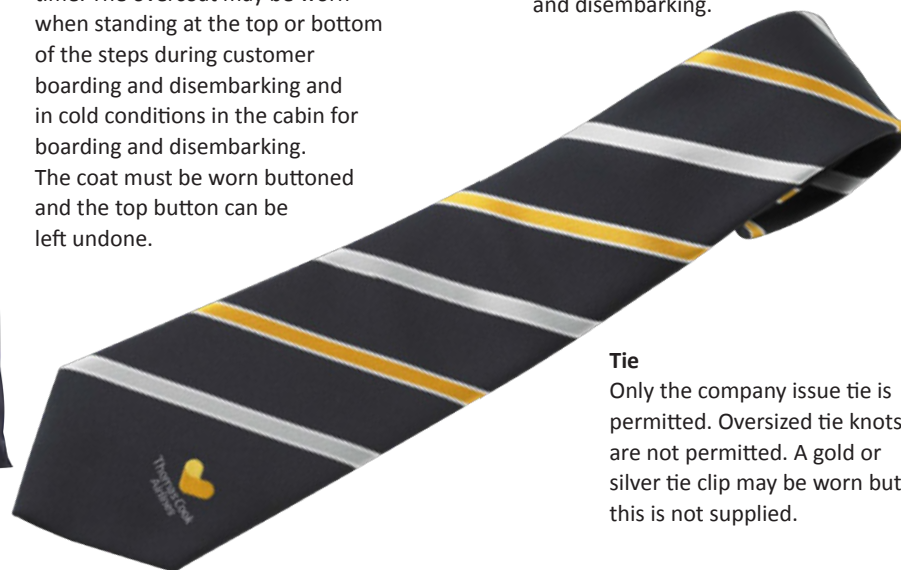
Jumper

This is an on-board inflight item only and must be clean and pressed. Sleeves must stay in line with the wrist and not rolled up or pushed up the forearm. It can be worn in flight for the service but do not wear your jumper with the jacket, waistcoat or during boarding and disembarking.



Overcoat

Individuals can choose to wear the overcoat. It is not necessary for everyone to wear it at the same time. The overcoat may be worn when standing at the top or bottom of the steps during customer boarding and disembarking and in cold conditions in the cabin for boarding and disembarking. The coat must be worn buttoned and the top button can be left undone.



Tie

Only the company issue tie is permitted. Oversized tie knots are not permitted. A gold or silver tie clip may be worn but this is not supplied.



The accessories



Gloves

Only the company issue gloves can be worn and they are to be worn with the overcoat or jacket. They must be removed when the jacket or overcoat are removed. They must not be worn at the boarding door.



Handbag

This is a lovely leather bag so carry this handbag and no other bag when you are in uniform. Do not detract from its shape by overfilling it or adding trinkets or scarfs. Your new bag is roomy enough to carry all your essentials. The bag can be used for positioning.



Woollen Scarf

Only the company issue scarf is to be worn and can be worn with the jacket or overcoat.



Lanyard

Wear your company issue lanyard at all times when required.



Wings

Cabin crew wings should be pinned directly onto the uniform jacket above the name badge.



SCCM PIN

SEASONAL Cabin Manager

As you do not have stripes on your jacket you can wear the pin on the jacket and the outdoor

PERMANENT/DUAL Cabin Managers

As you already have stripes on your jackets you can only wear the pin on the outdoor coat



Name Badge

The name badge should be secured to the welt on the breast pocket of the uniform jacket and waistcoat. If neither of these are worn, the name badge must be secured onto the shirt, blouse, dress, cardigan or jumper.

Crew Baggage

On a trip all bags other than your Thomas Cook trolley bag must be marked clearly with a crew label and hold loaded. Suitcases must not be loaded in the cabin.

Thomas Cook Trolley case
Cabin Crew must use the Thomas Cook trolley bag when on duty. It must be clearly labelled with your name using the company supplied tag. Male crew may choose to use the optional document bag if purchased. The contents of the bag must weigh no more than 5kgs and do not overfill the front of the bag.



Suitcases

Plain-style hard shell suitcases are recommended. They must be in a plain conservative colour, in keeping with the uniform. With a maximum weight of 20kgs per person and must be hold loaded. They must have a crew label attached and no other stickers or adornments.



Night stop kit

A night stop kit must be carried for all duties. This should contain those items that would be required in the event of an unscheduled night stop.



Bits 'n' bobs ...

Positioning/SEP

The following items are not permitted:

- Shorts/miniskirts/mini-dresses
- Flip flops
- Tracksuits
- Low cut tops or bare midriff
- Leggings

- Combat/camouflage wear
- Training shoes or gym wear
- Uggs or Ugg-style boots
- Obscene or offensive logos
- Ripped jeans

Chewing gum: Is not permitted

Important notice

All items of uniform remain the property of Thomas Cook. It must not be sold on or given away without the prior agreement of the company.

The hair

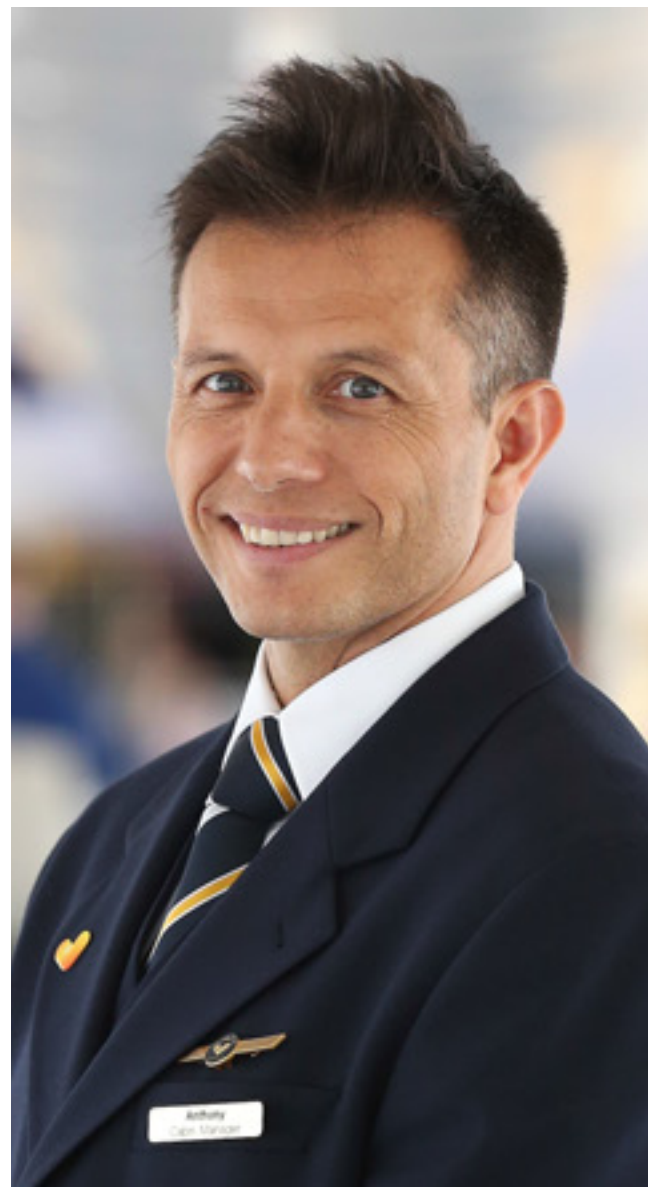
Hair must always be clean and well groomed, in a style that promotes a professional, business-like appearance and complements the uniform. Fashionable styles are permitted, but extremes should be avoided. Current trends and fashions may not conform to uniform appearance and those styles must be altered before reporting for work. Excessively teased, shaved or backcombed styles are not permitted. Excessive use of styling products that make hair look wet or greasy are not permitted and hair must look clean and healthy at all times and remain in place throughout the working day. Fringes must not obscure the eyes and hair must not fall over the face when leaning forward. Corn rows must be secured neatly with a plain band.

Turbans must be plain navy or black fabric in a traditional style.



Female specific hair

Hair must be secured, using the appropriate accessories, into a style that can be maintained throughout the day. Loose strands must be secured using grips that match the hair colour. Hair may be worn loose until it touches the top of the shoulders, at which point it must be tied back. Maximum ponytail length is 30cm. Only one hair doughnut is permitted when securing a bun. All styles must ensure a smoke hood can be correctly fitted. Accessories must be of a plain design and match your hair colour.



Male specific hair

Hair can be as short as you like or if it's longer it must not touch the shirt collar at the back or the sides or fall forward when leaning forward. Hair must be neatly cut with the ears visible. Tramples or shaved areas of the head are not permitted. Sideburns must be well trimmed and not extend below the earlobe. Eyebrows, ear and nasal hair should always be kept trimmed.

Bits 'n' bobs for the hair ...

Tinted / highlighted hair

It is acceptable to tint, highlight or lowlight your hair colour. The colour of the tint should be natural and complement your own hair and skin tone. Highlights or lowlights should not be obvious and applied evenly to the whole head. Two tone hair is not acceptable. Natural roots should not be visible.

Hairpieces / wigs

These are not normally permitted but we understand that sometimes they may be necessary. Please consult your line manager.

Facial Hair

Beards must be grown during time off. Beards must be no longer than 2cm from the base of the chin and be neat and well trimmed. Moustaches must show the top lip and not extend past the corner of the mouth.

Jewellery



Jewellery must not detract from the professional appearance of the uniform. Its shape, form, size, colour and composition must be in keeping with the desired Company image. Jewellery must not impede the duties of the crew member and there must be no danger of injury being caused as a result of the wearing of jewellery. Dental jewellery is not permitted. Visible piercings (other than earrings) and tongue piercings are not permitted and must be removed when wearing the uniform. Expensive jewellery should not be worn on company time (either on board or down route). The Company accepts no liability for loss of these items.

Earrings

No visible piercings other than one stud earring per earlobe (ladies only) and no larger than the earlobe. Gold, silver, pearl, diamond or diamanté in appearance only. Earlobe stretching is not permitted.

Necklaces, Bracelets and Anklets

A necklace may be worn but not visible; it must be kept secure inside the blouse or shirt for your own safety on the aircraft. Bracelets and anklets are not permitted.

Rings

Only one per hand on any of the last three fingers. A wedding set consisting of engagement, eternity and wedding ring is classed as one. Rings on thumb or index/fore fingers are not permitted.

Watches

Either a watch or smart watch (including time telling fit bits) must be worn on the wrist at all times. It must be of a plain design in silver, gold, rose gold or a stainless steel finish. Non-metal straps should be black, brown, navy blue in colour.

The shoes

Shoes worn both inside and out of the cabin should be a robust shoe with a structure that affords some protection for the foot and be either a plain black leather or black leather look.

They may have stitching on them that is necessary to the make-up of the shoe; however, this does not include stitching that is provided purely for patterning. Soles must be rubber non-slip. The tip must be a round or square toe.

The shoes must be in keeping with the style of the uniform and must project a professional and business-like appearance. Shoes must be clean, polished and maintained in a good state of repair at all times.

Patent leather, suede, moccasin style, Dr Martin style or wedge-soled shoes are not permitted and if they have a grip they must not have a deep tread. Buckles, bows, bars or patterns are not permitted.

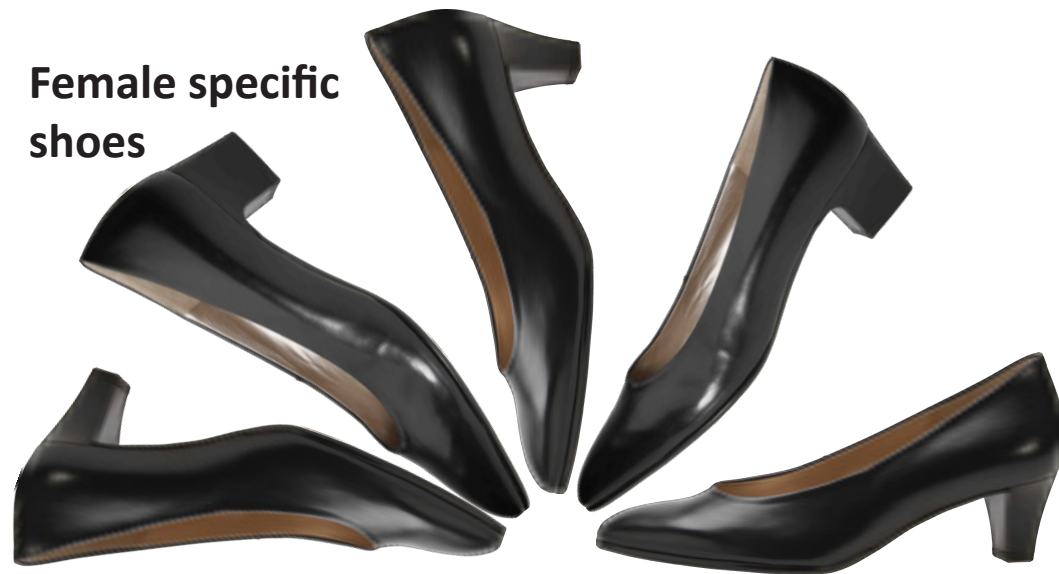
Male specific shoes



Plain black slip on, lace up shoe or ankle boot



Female specific shoes



Plain black classic court shoe OR ankle boot (trousers only). Knee length boots can be worn in Winter Season only and only when the coat is worn but must be replaced with cabin shoes onboard. Must have a solid heel separate from the sole and flat sole. Minimum heel height 1.5 inches. Maximum heel height 4 inches. For health and safety reasons, stiletto heels must not be worn.

Onboard

Plain black slip on OR ankle boot (trousers only). Must have a solid heel separate from the sole and flat sole. Maximum heel height 1.5 inches. Wedge type or moulded heels are not permitted. Pointed toes, ballet type, and loafer style shoes are not permitted. If only one pair of shoes is worn the heel must measure 1.5 inches.



Hosiery / Socks

Female staff must wear tights or stockings with the uniform and male staff must wear socks.

Male staff

Socks must be plain black or navy.

Female staff

Tights, stockings or pop socks must be seamless with no pattern. Only black or natural shades are acceptable with a maximum denier of 20. Opaque tights are not permitted. Pop socks may only be worn with the trousers.

Make-up



Female staff

A minimum of tinted moisturiser/foundation, lipstick, mascara, blusher/bronzer which complements both skin tone and the overall look of the uniform must be applied. Ensure that a professional business-like appearance is achieved. Make-up containing glitter, bright or gaudy colours must not be used.

Professionally applied and natural looking lashes are permitted.

Male staff

Tinted moisturiser in line with the skin tone is permitted. No other cosmetics are allowed.

Hand and fingernails

Take care to ensure that your hands and fingernails are clean and well looked after. Fingernails should be well manicured at all times. Excessively long nails are not permitted.

Female staff

When nail polish is worn it should be in a shade that complements your lipstick colour. Loud or gaudy colours e.g. shocking pink, yellow, green, black, blue or any glitter nail polishes are not permitted. Acrylic nails may be worn as long as they are manicured and of a suitable length, no longer than 5mm over the end of the finger. Patterns or nail jewellery are not acceptable.

Male staff

Neither nail polish or acrylic nails are permitted.

Tattoos

Visible tattoos are not permitted. Tattoos must never be seen through the uniform shirt or blouse. Tattoos on legs, ankles and feet should not be visible through hosiery.