



Flight Service Uniform and Image Standards

Effective March 2, 2020

Table of Contents

Section 1 - General.....	4
Introduction.....	4
Uniform Compliance	4
Personal Behavior.....	4
General Uniform Expectations.....	5
Uniform Alterations, Care and Cleaning.....	6
How to Care for Your Garments:.....	6
Section 2 - Uniform Accessories.....	7
Wings.....	7
Lanyards and Clips.....	7
Name Bars.....	7
Pins.....	7
Jewelry and Accessories.....	8
Wristwatch.....	8
Rings.....	8
Bracelets.....	8
Earrings.....	8
Necklaces.....	8
Eyeglasses and Sunglasses.....	8
Body Piercing and Body Art.....	9
Section 3 – Personal Grooming and Hygiene.....	10
Personal Hygiene.....	10
Hair and Grooming.....	10
Men's Facial Hair.....	10
Cosmetics.....	10
Fingernails.....	10
Men.....	10
Women.....	10
Section 4 - Female Collection Standards.....	11
General.....	11
Blazer.....	11
Sweater.....	11
Vest.....	11
Short Sleeve Jacket.....	11
Dress.....	11

Blouses.....	12
Bottoms.....	12
Pants.....	12
Skirts.....	12
Scarf.....	12
Belt.....	12
Hosiery/Undergarments.....	12
Shoes.....	13
In-Flight Shoes.....	13
All Season Coat.....	13
Inclement Weather Gear.....	13
Serving Garment.....	13
Maternity.....	14
Modesty Collection	14
Personal Bag.....	14
Section 6 - Male Collection Standards	15
General.....	15
Blazer.....	15
Sweater.....	15
Vest.....	15
Shirts.....	15
Pants.....	15
Tie.....	15
Pocket Square.....	16
Belt.....	16
Socks/Undergarments.....	16
Shoes.....	16
All Season Coat.....	16
Inclement Weather Gear.....	16
Serving Garments.....	17
Personal Bag.....	17
Section 8 - Holiday Accessories.....	18
Section 9 - Luggage.....	18

Section 1 - General

Introduction

The American Airlines Uniform and Image Standards are designed to help you proudly represent the professional and consistent public image aligned with the American Airlines brand. A consistent team member appearance ensures you are free to best care for customers on their journey.

As a frontline team member, you *are* American Airlines to the traveling public and the standard of excellence you convey through your actions, appearance and professionalism will impact how customers feels about you, your role and our company.

Your uniform identifies you as a representative of the American Airlines brand and signifies the commitment to safety and service we make to our customers.

Uniform Compliance

Compliance with the Uniform and Image Standards is ultimately the responsibility of each team member when reporting to work.

If for any reason you are unable to meet any part of the Uniform or Image Standards, please contact your Flight Service Manager or Human Resources Business Partner. Religious, ADA and other accommodations may be available in adherence to company policy and applicable laws.

Only American Airlines Lands' End uniform garments with the Standard 100 certification by OEKO-TEX are approved for wear in the operation.

Personal Behavior

Your individual behavior while in uniform should consistently reflect the highest standards of professionalism. General guidelines for personal behavior include:

- Avoid loud or controversial conversations in public areas. Be aware of your surroundings and how you voice may carry to customers nearby
- While in uniform, on or off duty, you may not purchase or consume alcoholic beverages, gamble or sit at a bar, including for the purpose of consuming food
- Avoid using any form of tobacco products including electronic or vapor/water-based cigarettes, in any area other than designated airport smoking areas
- While onboard the aircraft with customers, refrain from use of personal electronic devices (cellphones, smart watches, headphones, etc.). Please refer to your inflight manual for a complete description of the electronic device policy
- Refrain from sitting on baggage belts, bag wells, electric carts and wheelchairs used for transporting customers that are in public areas or jet bridges
- Avoid use of chewing gum while in uniform and in customer view
- Uniformed team members with an Admirals Club membership are not allowed to access an Admirals Club or Flagship Lounge before, during, or after work hours. Access is only allowed when traveling outbound as a passenger on American or a partner airline, and all American Airlines uniforms and branding is required to be removed. Please see the Travel Guide for more information.

General Uniform Expectations

- Only American Airlines Lands' End uniform garments with the Standard 100 certification by OEKO-TEX are approved for wear in the operation. Items from previous vendors and collections are prohibited
- Uniform and grooming items not specifically mentioned are to be considered unauthorized
- Logoed items purchased in “company stores” are not considered uniform-compliant
- Wear the uniform collection for the gender with which you identify. Gender collections cannot be mixed
- When reporting for duty, your uniform must be clean, pressed and in good repair
- Flight Attendants must be in compliance with all uniform and image standards when wearing the uniform, including if in uniform while deadheading, commuting, in airport terminals and layover hotels
- While in the crew operations area, uniform and image standards may be relaxed for the purpose of comfort, but Flight Attendants must be in full compliance before entering public view
- Avoid overstuffed pockets to the point that they bulge or distort the shape of the uniform garment
- Uniforms must fit in a professional manner. Garments that do not fit properly must be replaced with the appropriate size
- The uniform must not be worn for personal use. Company uniform, including accessories, may only be worn while on duty/deadheading, commuting to and from work or approved company business
- All garments must be worn in the manner in which they were designed. The basic design of the garments should not be altered, monogrammed or embroidered, with exception of company approved alterations.
- Ramp access requires a Safety Vest to be worn. Safety vest should never be worn inside the terminal

Uniform Alterations, Care and Cleaning

- Approved alterations include the following:

Blazer- Sleeve Hem	\$17.00
Blazer- Side Seam	\$18.00
Female Blazer- Side Seam with Vents	\$25.00
Short Sleeve Jacket- Sleeves	\$17.00
Outerwear- Sleeves	\$25.00
Shirting – Side Seam or Sleeve	\$15.00
Dress- Hem- 1in. above or below the knee	\$25.00
Dress- Waist	\$12.00
Vest- Side Seam	\$10.00
Pant- Hem	\$12.00
Pant- Waist, Seat and Crotch	\$18.00
Skirt- Hem- 1in. above or below the knee	\$25.00
Skirt- Waist	\$12.00

- Pants may not be cuffed, tapered or pegged
- Alterations must not change the basic design or deface the garment
- Alterations must comply with all the uniform and image standards
- Alterations will be reimbursed up to the company's approved rates
 - Itemized receipts and alternation form are required for all reimbursements

How to Care for Your Garments:

- It is essential to follow the specific care instructions provided on each garment to ensure garments stay in excellent condition

Section 2 - Uniform Accessories

Uniform and grooming items not specifically mentioned are to be considered unauthorized.

Wings

- Wings must be worn at all times on the upper left hand side of the outermost garment using the designated grommet holes
- Only company-issued wings may be worn
- Purser may wear purser wings at any time
- Gold wings are exclusively for the use of those Flight Attendants who have reached their 50 year anniversary and have been presented these wings by the company
- The company will provide up to two replacements per year for worn, broken or lost wings

Lanyards and Clips

- Company ID should be secured visibly on the outer most garment, above the waist, using only the approved American Airlines lanyard, clip or retractable badge reel
- ID securing devices shall be free of ornaments, adornment, insignia/logos, or advertising of any kind

Name Bars

- Only company-issued name bars may be worn
- The name bar must be worn visibly at all times, centered below the wings, on the outermost garment
- Name bars are not meant to be worn with outerwear
- Approved name combinations:
 - First name
 - Appropriate nickname (ex., Thomas may go by "Tom")
- Nicknames not derived from the Flight Attendant's legal name are allowed with pre-approval from a Flight Service Manager
 - The approved nickname must be the name you are known by to your coworkers and management
- Up to 3 foreign languages may be displayed on the name bar
- The company will provide up to 2 replacements per year for worn, broken or lost name bars

Pins

- A maximum of three allowable pins, 1" or smaller, may be worn at one time on the outermost garment
- Pins must be placed ½" above the wings
- The allowed pins are listed below:
 - Company-issued anniversary or award pins
 - Union pin for company-recognized union
- Pins not specifically mentioned are to be considered unauthorized and should not be worn
- Pins are not allowed to be worn on lanyards
- Buttons are not ever permitted

Jewelry and Accessories

- Only accessories outlined in the standards may be worn
- All jewelry and accessories must be conservative and appropriate in size

Wristwatch

- A simple and unadorned, professional style wristwatch is required to be worn at all times while in uniform
- The watch face may not be larger than 2" or 42mm
- Watchband colors must be in professional shades and complementary to the uniform
 - Extreme colors are not permitted; including but not limited to: green, orange, yellow and neon shades
- A fitness tracker may be worn in compliance with the same color guidelines

Rings

- A total of two rings, complementary to the uniform, may be worn per each hand
- Each ring may not exceed a ½" in total width
- Engagement and wedding rings, when worn together on the same finger, count as one
- Rings should not be worn on thumbs or knuckles

Bracelets

- Gold, silver, pearl or mixed metal bracelets may be worn up to 1" in total combined width.
- Medic Alert bracelets are the only exception to the standards
- Dangling objects or charms, of any size, are not permitted

Earrings

- Earrings in gold, silver, pearl, mixed metals or gemstones complementary to the uniform, may be worn
- Earrings must not be larger than 1"
- A pair of matching earrings, one per lobe, is allowed, as well as the option of a single earring in one lobe
- Ear gauges and cuffs are not allowed

Necklaces

- A single strand necklace in gold, silver, pearl or mixed metal may be worn with the uniform inside the shirt or dress collar not to exceed 1" in width
- Dangling objects, adornments or charms more than 1" in length are not allowed
- Choker necklace styles are not permitted

Eyeglasses and Sunglasses

- Prescription eyeglasses and reading glasses are permitted and must be professional and complementary to the uniform in style, size and frame color
- An eyeglass cord in black or navy may be used and should be free of ornaments, adornment, insignia/logos or advertising of any kind
- An eyeglass lapel holder in black, gold or silver may be used
- Sunglasses may be worn outdoors only

Body Piercing and Body Art

- All forms of body piercing, except ears as indicated in the standards, must not be visible at any time while in uniform
 - Tongue/nose/eyebrow/ or any facial piercings are not allowed
- Body art (e.g. tattoos of any kind) must not be visible at any time while in uniform
- Acceptable body piercing and art coverage includes make up or use of uniform items, for example long sleeve shirts or pants
 - Coverage sleeves or band aids are not acceptable coverage

Section 3 – Personal Grooming and Hygiene

Uniform and grooming items not specifically mentioned are to be considered unauthorized.

Personal Hygiene

- Team members must present themselves in a clean, well-groomed, neat and professional manner
- A lightly scented perfume, cologne or aftershave may be used sparingly
- Efforts shall be made to maintain professional personal hygiene at all times

Hair and Grooming

- Hair must be clean, well-groomed and kept neat throughout the day
- Hair should be styled appropriately for business wear and appear professional
 - Hairstyles and lengths must not interfere with safety related job functions
- Hair below the top of the shoulders in length, must be pulled back and secured at the sides at all times
- Hair that is longer than the top of the wings must be worn completely pulled up (i.e. ponytail, bun or braid) at all times while in uniform
- Hairstyles in unnatural colors (pink, blue, green, etc.) are not permitted
- Conservatively sized headbands, clips or barrettes are approved in gold, silver, pearl, black, navy, brown or mixed metals

Men's Facial Hair

- Facial hair must be at least ¼" but no more than 1" in length and must be maintained in a clean, neat and well-groomed condition
- Sideburns should be kept trimmed and not extend below the earlobe

Cosmetics

- A fresh appearance should be maintained at all times while in uniform
- If makeup is worn, it should be tasteful, complementary to the uniform and in accordance with a professional image
- Make up should be refreshed as necessary, never within the view of customers

Fingernails

Men

- Nails must be clean and well-groomed, free of dirt or grease and be no longer than the tip of the finger
- Nails may be buffed or a clear polish may be worn

Women

- Nails must be clean and well-groomed, free of dirt or grease and be of medium length (1/4 inch from fingertip) or shorter
- If polished, all nails must match in color and be free of glitter, artwork, adornments or decals
- Colors must be in professional shades and complementary to the uniform
 - Extreme polish shades are not permitted. Extreme polish shades include, but are not limited to: green, orange, yellow and neon shades
- If chipped, all polish must be removed

Section 4 - Female Collection Standards

Uniform and grooming items not specifically mentioned are to be considered unauthorized. Wear the uniform collection for the gender with which you identify. Gender collections cannot be mixed.

General

- Only Lands' End Standard 100 certified OEKO TEX garments are approved for use
- Articles from different uniform collections will not be worn together. (i.e., garments from the Modesty collection should not be mixed with the standard collection)
- An approved outermost garment shall be worn at all times inside the terminal
 - Approved outermost garments are considered the blazer, sweater or vest
 - The dress and short sleeve jacket do not require an outermost garment
 - Outermost garment may be removed once onboard the aircraft
 - If outermost garment is removed, wings and name bar should still be worn

Blazer

- Blazer may be worn over the blouse, sweater, dress and vest
- Considered an approved outermost garment

Sweater

- Sweater may be worn over the blouse, vest, dress or short sleeve jacket
- Will be worn with a collared uniform piece
- Not to be draped around the neck or tied around the waist
- Considered an approved outermost garment

Vest

- Vest will always be worn with the blouse underneath
- Vest must be fully buttoned at all times
- Considered an approved outermost garment

Short Sleeve Jacket

- Short sleeve jacket is a standalone top and will not be worn over any other item
- May be worn with any of the bottoms
- Must be worn fully buttoned at all times with the collar down
- Considered an approved outermost garment

Dress

- Dress must be buttoned up completely and worn without a belt
- The length may not exceed 1" above or below the crease at the back of the knee
- Collar may be worn up or down
- Considered an approved outermost garment

Blouses

- Blouse must be worn with an outermost garment inside the terminal
- May be worn with any of the bottoms
- Must be worn tucked in and fully buttoned at all times with the collar down
- The long sleeve blouse may not be rolled or pushed up and must be buttoned at the wrist
 - During the service only, the long sleeves cuff may be tucked under once

Bottoms

Pants

- Will be worn with the company-issued uniform belt at all times
- May be worn with the short sleeve jacket or the blouse with an outermost garment
- Pants may not be cuffed, tapered, pegged, tucked in or rolled/folded up
- Pant length must cover socks when standing

Skirts

- Skirt will be worn without a belt
- The length may not exceed 1" above or below the crease at the back of the knee

Scarf

- Scarf must be worn at all times while in uniform
- Only the current company-issued scarf may be worn
- Scarf is to be tied in a professional manner around the neck or around the collar of the blouse, dress, or short sleeve jacket
- No alterations to the basic design of the scarf are allowed

Belt

- Belt must be worn at all times with the pants
- Only the current company-issued belt may be worn
- The belt is not to be worn with the skirt or dress

Hosiery/Undergarments

- Hosiery and appropriate undergarments must be worn at all times while in uniform
- Hosiery is to be worn at all times with the skirts and dress
 - Hosiery may be sheer or opaque and must be seamless, without pattern or texture
- Hosiery must be limited to neutral skin tones or black
- Trouser socks in solid black or hosiery in black or skin tones, are to be worn with the pants

Shoes

- Shoes must be a plain, unadorned professional style and closed toes/sides
- Shoes must be made of solid black leather, patent leather or leather-like material, kept clean, polished and in good repair
- The heel and outer portion of the sole must be the same color as the rest of the shoe
- Heel height maximum is 3"
- Black loafers, clog style and dress half-boots/booties are only permitted while wearing pants.
- Suede, ankle straps, mules, athletic/tennis shoe or cowboy boots are never permitted
- Mary Jane style shoes are permitted with only one strap, fastened with a buckle or button
 - Buckle or button may not be larger than 1" and must be black, pewter or silver tone
- Plain, black, leather or leather-like knee high boots may be worn to and from the terminal during inclement weather only (heavy rain, sleet, snow)
 - Once inside the terminal, boots should not be worn with dress or skirts
 - Boots should never be worn with pant leg tucked in
 - Fur trimmed, lace up, booties, cowboy and/or over the knee boots are not permitted

In-Flight Shoes

- It is recommended that flight attendants change from higher heeled shoes to flats/lower heeled shoes prior to in-flight service
- In-flight shoes must be solid black, plain, professional style with a closed toe/sides
- Non slip soles are preferred

All Season Coat

- Only the current company-issued all season coat may be worn
- Coat can be worn over any of the uniform items
- The coat hood should not be worn up while inside the terminal
- While on duty, only the company-issued all season coat may be worn only during extreme cold or inclement weather while outside the terminal in the elements
- Name bars are not meant to go on the coat, however, company/airport ID must be visible when wearing outerwear on duty

Inclement Weather Gear

- Inclement weather is defined as cold and wet weather, i.e. heavy rain, sleet, snow
- Only the optional company approved winter scarf may be worn in uniform
- Solid black or navy gloves, ear muffs, knit winter hats and umbrellas may be used
- All items must be devoid of all logos
- Inclement weather gear may be worn only during extreme cold or inclement weather while outside the terminal in the elements
- Plain, black, knee-high boots may only be worn to and from the terminal in cold or inclement weather
 - Once inside the terminal, boots should not be worn with the dress or skirts
 - Boots should never be worn with the pant leg tucked in
 - Fur trimmed, lace up boots, booties and over the knee boots are not permitted
 - All other shoe standards must be met

Serving Garment

- Serving garments may be worn, with a name bar, during all food and beverage services
- Only company-issued or Standard 100 certification by OEKO-TEX Wings Foundation apron may be worn
- Serving garments may not be worn off the aircraft

Maternity

- The Company will provide two maternity uniforms to a pregnant flight attendant who is unable to wear her regular uniform. See JCBA Section 7.H
- Please contact your base Uniform Coordinator for assistance ordering maternity uniforms with Lands' End
- Additional maternity pieces are available through Lands' End using your uniform allowance
- Any costs above the allowance will be the responsibility of the employee

Modesty Collection

- A Modesty collection for religious accommodation has been developed in partnership with the Muslim Employee Business Resource Group (EBRG)
- If a team member elects to order and wear the Modesty Collection, it must be worn in its entirety as designed, and may not be mixed with the standard collection
- The collection is designed to be worn with a plain black, unadorned hijab
- Team members in the standard collection may also choose to wear a plain black, unadorned hijab for religious accommodation
- Pins used for securing hijab should be plain black
- Name bars, scarf and wings, must still be visible at all times
- Modesty Vest must be worn with uniform pants underneath
- Modesty Jumper length must touch the top of shoes, but for safety reasons must not cover shoes
- Shoes must be a plain, unadorned professional style with a closed heel, toes, and sides
- Shoes must be made of solid black leather, patent leather, or leather-like material, kept clean, polished and in good repair
 - No athletic style shoes allowed
- Trouser socks or hosiery in solid black required
- Team member should take extra care around equipment due to extra volume in garments
- If a team member would like to make an accommodation request relating to uniforms, please let your manager or HR Business Partner know and follow the process set out on Jetnet. These requests will be handled on a case by case basis.

Personal Bag

- Approved color for purses/totes is solid black
- Workgroup specific Cole Haan tote from the previous uniform program may still be used

Section 6 - Male Collection Standards

Uniform and grooming items not specifically mentioned are to be considered unauthorized. Wear the uniform collection for the gender with which you identify. Gender collections cannot be mixed.

General

- Only the Standard 100 OEKO TEX Certified Lands' End uniform garments are approved for use
- Articles from different uniform collections or fabrications will not be worn together (i.e., Lands' End synthetic and wool fabric suiting cannot be worn together)
- An approved outermost garment shall be worn at all times with the shirt inside the terminal
 - Approved outermost garments are considered the blazer, sweater or vest
 - Outermost garment may be removed once onboard the aircraft
 - If outermost garment is removed, wings and name bar should still be worn

Blazer

- Blazer may be worn over the shirt, sweater and vest
- Considered an approved outermost garment

Sweater

- Sweater may be worn over the shirt or vest
- Will be worn with a collared uniform piece
- Not to be draped around the neck or tied around the waist
- Considered an approved outermost garment

Vest

- Vest will always be worn with the shirt underneath
- Vest must be fully buttoned at all times
- Considered an approved outermost garment

Shirts

- Shirts must be worn with an outermost garment inside the terminal
- Must be worn tucked in and fully buttoned at all times with the collar down
- The long sleeve shirt may not be rolled or pushed up and must be buttoned at wrist
 - During the service only, the long sleeves cuff may be tucked under once

Pants

- Will be worn with the company-issued uniform belt at all times
- Worn with the shirt and an outermost garment
- Pants may not be cuffed, tapered, pegged tucked in or rolled/folded up
- Pant length must cover socks when standing

Tie

- Tie must be worn at all times while in uniform
- Only the current company-issued tie may be worn
- Tie is to be worn tightened at the collar and tied in a professional manner
- No alterations to the basic design of the tie are allowed
- A plain, unadorned silver tie bar may be worn

Pocket Square

- The Pocket Square is optional
- If worn, only the current company-issued pocket square may be used
- Pocket square must be folded in a professional manner and tucked into the chest pocket of the blazer

Belt

- Belt must be worn at all times with the pants
- Only the current company-issued belt may be worn

Socks/Undergarments

- Socks and appropriate undergarments must be worn at all times while in uniform
- Trouser socks must be limited to solid black
- White undershirts are recommended and if worn must be devoid of any logos or decoration

Shoes

- Shoes must be a plain, unadorned professional style made of solid black leather or leather-like material, kept clean, polished and in good repair
- The heel and visible portion of the sole must be the same color as the rest of the shoe.
- Heel maximum height is 1½"
- Non slip soles are preferred
- Suede, athletic/tennis shoes or cowboy boots are never permitted
- Professional style plain black boots may be worn to and from the terminal during inclement weather only (heavy rain, sleet, snow)
 - Boots should never be worn with pant leg tucked in
 - Fur trimmed, lace up, booties and cowboy boots are not permitted

All Season Coat

- Only the current company-issued all season coat may be worn
- Coat can be worn over any of the uniform items
- The coat hood should not be worn up while inside the terminal
- While on duty, only the company-issued all season coat may be worn only during extreme cold or inclement weather while outside the terminal in the elements
- Name bars are not meant to go on the coat, however, company/airport ID must be visible when wearing outerwear on duty

Inclement Weather Gear

- Inclement weather is defined as cold and wet weather, i.e. heavy rain, sleet, snow
- Only the optional company approved winter scarf may be worn in uniform
- Solid black or navy gloves, ear muffs, knit winter hats and umbrellas may be used
- All items must be devoid of all logos
- Inclement weather gear may be worn only during extreme cold or inclement weather while outside the terminal in the elements
- Plain, black, leather boots may be worn to and from the terminal in cold or inclement weather
 - Boots should never be worn with pant leg tucked in
 - Fur trimmed, lace up, booties and cowboy boots are not permitted
 - All other shoe standards must be met

Serving Garments

- Serving garments may be worn, with name bar, during all food and beverage services
- Only company-issued or Standard 100 certification by OEKO-TEX Wings Foundation apron may be worn
- Serving garments may not be worn off the aircraft.

Personal Bag

- Approved color for totes is solid black
- Your Cole Haan Tote from the previous uniform program may still be used

Section 8 - Luggage

Uniform and grooming items not specifically mentioned are to be considered unauthorized.

- Black is the only approved color for all bags and luggage items
- Professional looking crew luggage identification tags are recommended
- Placing stickers, decals, buttons, adornments, etc. on uniform items, including purses or luggage is prohibited
- Size and total number of bags must be in compliance with company crew member baggage policy

Section 9 - Holiday Accessories

Uniform and grooming items not specifically mentioned are to be considered unauthorized.

- At this time all holiday and special event guidelines are under review