

Flight Attendant Uniform Appearance Standards

Your image is the United brand



Inflight Services

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Your appearance is one of the first things noticed by customers and it leaves a lasting impression.



EWR-based Valeria Riccardo wearing the media and event uniform combination and EWR-based Leigh Serocki wearing the mens zip cardigan

You are seen as a representative of the United brand whenever you are in uniform. It is important to convey a professional and positive image each day you come to work.



ORD-based Vanessa Vazquez, DEN-based Deb Winchell and IAH-based Kiyoshi Printers.

You and our brand are professional, global, cosmopolitan, approachable, direct and efficient. thoughtful and modern.

These uniform regulations have been designed to provide you with information to learn more about your image as a United flight attendant. Your new uniform is the representation of the United brand in every interaction and experience with our customers. By adhering to these standards you ensure that your look is consistent for every customer.

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Standards

- Wear only current uniform articles issued by United approved vendors.
- The fit of the uniform must reflect a professional appearance. Extreme styles are not permitted. Unapproved alterations, such as cuffs or tapering of the uniform pants, are not permitted.
- Uniform must be clean, pressed, neat and in good repair.
- Follow the specific care instructions included on the label inside each garment.
- Basic undergarments are required and must be an appropriate color.
- Personal hygiene must be maintained. Perfumes and colognes must be applied sparingly.
- The uniform or any identifiable part of the uniform may not be worn into an establishment where alcoholic beverage are sold or served. This rule does not preclude entering an establishment for meal service when other suitable places are not available.
- Tattoos must never be visible while in uniform.
- Chewing gum when in uniform is not permitted.
- International uniform appearance standards apply when the premium cabin service is United Global First[™] and/or United BusinessFirst[®]. Domestic standards apply when the premium cabin service is United First®, United Business® and on p.s.® flights. Refer to Cabin Classes in the FAIM or P&P manuals.
- Compliance with these standards is the responsibility of each flight attendant. Final compliance direction is determined by Inflight Services leadership.

Uniform schedule

Standards vary based on the four phases of flight. If you choose to wear your uniform en route to and from the airport, it must be worn in its entirety.

Phase 1

Full uniform, including blazer, when applicable.

Phase 2

Serving garment with name displayed.

Phase 3:

Serving garment on during service periods only.

Phase 4

Full uniform, including blazer, when applicable.

Uniform identifiers

United identification badge



- Must be worn until the aircraft door is closed.
- If ID badge is worn on a chain or a cord, it should only be plain black, blue, silver or printed with the current United logo. ID pouches and cords must look professional at all times with no other ornaments attached to them.
- No other printed lanyards are allowed unless issued, approved or distributed by United.

Wings



Wings are part of the uniform and must be worn upright on the left hand side of the outermost garment listed below:

- Blazer
- Short sleeve jacket
- Trimmed and v-neck dresses
- Female cardigan sweater
- Male aviator shirt
- Male zip-cardigan

Maternity dress/tunic

Name bars



- International service managers and Pursers must wear the name bar centered below the wings on the outermost garment.
- Must be worn on the upper left portion of the apron, serving jacket or vest.
- Acceptable options for the name bar are:
 - First name or approved United nickname (e.g Unice).
 - ISM and Pursers must display their full name, (e.g. Unice United)

Language bars

Español 日本語

- Language qualified flight attendants must wear the appropriate language bar when working a language position.
- The language bar must be worn below the wings. When wearing the vest the language bar must be worn below the name bar.
- Language bars must be worn upright on the left hand side of the outermost garment listed below:
 - Blazer
 - Short sleeve jacket
 - Trimmed and v-neck dresses
 - Female cardigan sweater

- Male aviator shirt
- Male zip-cardigan
- Maternity dress/tunic
- Vest

Female flight attendants



Blazer

- Required to be worn with the blouse at all times when off the aircraft.
- Optional over a dress.
- Optional over the short sleeve jacket.
- May be worn over the vest and v-neck sweater.

Short sleeve jacket

- Must be worn fully buttoned with skirt or pants.
- May not be worn tucked in or belted.
- May not be worn over a blouse or dress.

IAH-based Lorna Etheredge in the short sleeve jacket and skirt.

Blouse

- Wear only with pants and skirt.
- Must be worn with the scarf and blazer.
- Must be fully buttoned at all times.
- Collar must be worn in the down position.
- Must be worn tucked in at all times.
- Long sleeves must be worn fully extended and buttoned.

Vest

- May be worn underneath the blazer with the blouse and pants or skirt.
- Must be buttoned at all times.
- When the tailored vest is used as a serving garment it may be worn in all cabins on all domestic flights and international United Economy.
- Not approved as an outermost garment.



Sweaters

- Cardigan sweater may be worn over a dress, short sleeve jacket, skirt, pants and blouse.
- Can only be worn as an outermost garment when flying domestically.
- V-neck sweater may be worn on the aircraft and only over the blouse. When off the aircraft, it may only be worn underneath the blazer. The v-neck sweater is never worn as the outermost garment in Phases 1 and 4.
- Cannot be tied around the neck or waist.

Skirt

- Length may not exceed 1 inch above or 1 inch below the crease of the back of the knee.
- Worn with blouse, scarf and blazer or short sleeve jacket.

Pants

- Must be hemmed to touch the top of the shoe.
- May not be tapered, cuffed or pegged.
- Worn with blouse, scarf and blazer or short sleeve jacket.

Trimmed and v-neck dress

- Length must not exceed 1 inch above or 1 inch below the crease of the back of the knee
- Trimmed dress may be worn with the optional United issued belt.

Scarf

- Required with the uniform blouse.
- Only one current uniform scarf may be worn at a time.
- May only be worn tied around the neck or under the collar of the blouse.
- Must be tied in a conservative manner projecting a professional image.
- May be worn with the dress or short sleeve jacket.

Blue dresses represent our brand, wear them



Hosiery

- Must be worn at all times with the uniform.
- Acceptable shades include flesh tones and sheer black.
- White, opaque, textured or patterned hosiery/tights are not permitted.
- Plain black tights may be worn from October 15-April 15.
- Solid black trouser socks may be worn instead of hosiery only when wearing the pants.
- Extra hosiery is to be carried.

Purse

Only the United issued purse may be visible when in uniform.

Shoes

- Must be plain (no adornment), business-style, black smooth leather, leather-look, or patent-leather pump-style shoes, with a closed toe, heel and sides.
- Mary Jane pump style with one strap fastened with a small buckle or button are permitted.
- Heel height and width (pump and Mary-Jane style) must not exceed 3 inches measured from the

- inside of the heel. Heel height must be at least 1 inch and be a separate heel.
- Hard sole, plain (no adornment), black flat-heeled (heel height at least ¼ inch) shoes are acceptable with the uniform pants. Skid-resistant sole is preferred. Loafers/tie shoes may be worn only with the pants.
- Athletic style shoes, mules, wedges and clogs are not permitted.

In flight shoes

- Heel height must be at least ¼ inch.
- Worn only while on aircraft, during Phase 2 (After takeoff through end of main meal service) and Phase 3 (time remaining in flight until initial descent).
- Must be plain (no adornment), business-style, black smooth leather, leather-look, or patent-leather with a closed toe, heel and sides.
- Mary Jane style with one strap fastened with a small buckle or button are permitted.
- Skid-resistant sole is preferred.
- Athletic style shoes, mules, wedges and boots are not permitted.
- Clogs with closed heels are permitted during Phases 2 and 3.

Boots

- Heel height should not exceed 3 inches.
- Plain black leather boots may be worn to and from the aircraft during cold or inclement weather.
- Skid-resistant sole is preferred.
- When worn with the dress or skirt, boots may not extend above the knee.
- Laces, straps, buckles and buttons are not permitted; Ugg style and rain boots are not permitted.

Hair

- Must be clean, neatly trimmed, and conservatively styled.
- Hair longer than shoulder length must be secured up in a bun, twist or pony tail during meal services.
- Hair shorter than shoulder length should be pulled back if possible or styled and secured so that it does not fall forward onto the face during meal services.
- Product such as gel, mousse, pomade or spray should be used to achieve a controlled style.

- Acceptable hair accessories include: headbands, hair clips, barrettes (black and silver).
- Color must complement natural hair and skin tone and should be well maintained.
- Extreme styles are not permitted.

Hands and fingernails

- Must be clean and well-manicured.
- May be no longer than ½ inch measured from the fingertip and should be even in length and shape.
- Polish must be only one color with no adornment, decals or language.
- Color must complement the uniform, no extreme colors (e.g. blue and black).
- French manicure is permitted.
- Polish must be removed if chipped.

Earrings

- One pair of matching earrings may be worn, one earring per earlobe, no larger than a U.S. quarter.
- Drop and hoop styles are permitted, but must not be larger than a U.S. dime.
- May be gold, silver, pearl, precious or semi-precious gemstones that complement the uniform.
- Cuff styles are not permitted while in uniform.
- Visible body piercing (including tongue piercing) other than earlobes is not permitted while in uniform.

Rings

- A total of four rings may be worn, with no more than two on each hand.
- Wedding and engagement sets are considered one ring.
- May not be worn on knuckles or thumbs.

Necklaces and chains

- One single-strand necklace or chain may be worn.
- Length may not exceed 20 inches.

- Chain width is not to exceed ¼ inch.
- Any accompanying pendant is not to exceed one square inch.
- Choker style necklaces are not permitted.

Bracelets

- One bracelet may be worn on each wrist.
- Width may not exceed ½ inch.
- Charm bracelets may not be worn.
- Acceptable colors include gold, silver, pearl, precious and semi-precious stones that complement the uniform. Only metal bracelets are allowed.

Cosmetics

- Apply makeup conservatively in order to achieve a natural look and in shades that are compatible with individual skin tones.
- Extreme colors are not appropriate and may not be used.

FEMALE

Choose your domestic look

The following combinations are approved to be worn during Phases 1 and 4 (on the concourse, during boarding and deplaning).

- Pieces with a (*) can be included into the look if you wish.
- Refer to page 13 when to wear your ISM or Purser, language and name bar.

LOOK #1
Blazer with wings and...



- Blouse with scarf
- Skirt or pants

LOOK #2 Blazer with wings and...



- Blouse with scarf
- Skirt or pants
- Vest

LOOK #3 Blazer with wings and...



- Blouse with scarf
- Skirt or pants
- V-neck sweater

LOOK #4

Cardigan with wings and...



- Blouse with scarf
- Skirt or pants

LOOK #5

Short sleeve jacket with wings and...



- Skirt or pants
- Scarf*

LOOK #6 Short sleeve jacket with wings and...



- Skirt or pants
- Blazer with wings
- Scarf*

LOOK #7

Short sleeve jacket with wings and...



- Cardigan with wings
- Skirt or pants
- Scarf*

LOOK #8

Trimmed dress with wings and...



- Belt*
- Scarf*
- Blazer*

LOOK #9

Trimmed dress with wings and...



- Cardigan with wings
- Belt*
- Scarf*

LOOK #10 Trimmed dress with wings and...



- Blazer with wings
- Belt*
- Scarf*

LOOK #11

V-neck dress with wings and...



- Scarf*
- Blazer*

LOOK #12

V-neck dress with wings and...



- Cardigan with wings
- Scarf*

LOOK #13

V-neck dress with wings and...



- Blazer with wings
- Scarf*

FEMALE

Choose your international look

The following combinations are approved to be worn during Phases 1 and 4 (on the concourse, during boarding and deplaning).

- Pieces with a (*) can be included into the look if you wish.
- Refer to page 13 when to wear your ISM or Purser, language and name bar.

LOOK #1Blazer with wings and...



- Blouse with scarf
- Skirt or pants

LOOK #2 Blazer with wings and...



- Blouse with scarf
- Skirt or pants
- Vest

LOOK #3



- Blouse with scarf
- Skirt or pants
- V-neck sweater

LOOK #4

Short sleeve jacket with wings and...



- Skirt or pants
- Scarf*

LOOK #5

Short sleeve jacket with wings and...



- Skirt or pants
- Blazer with wings *
- Scarf*

LOOK #6 Trimmed dress with wings and...



- Belt*
- Scarf*

LOOK #7

V-neck dress with wings and...



- Blazer with wings*
- Scarf*

LOOK #8

V-neck dress with wings and...



Scarf*

LOOK #9 Trimmed dress with wings



- Blazer with wings*
- Scarf*

Serving garments

The following are approved to be worn during Phases 2 and 3, refer to page 44 for specifics.



Apron



Vest



International serving jacket

Outerwear

The following are the only approved outerwear garments, reference page 47 for specifics.



All-season coat



Your image is the United brand 31

Male flight attendants



BLAZER

- Required to be worn with the shirt at all times when off the aircraft.
- May be worn over the vest or V-neck sweater.
- Required to be worn over the aviator shirt domestically from Oct 15-Apr 15.
- Required to be worn over the aviator shirt on international flights year round.

Shirt

- Must be fully buttoned at all times.
- Must be worn with a current uniform tie.
- Collar must be worn in the down position.
- Long sleeves must be worn fully extended and buttoned at all times
- Shirt must be tucked in at all times.
- Aviator shirt can be worn only as an outermost garment on domestic flights from Apr 15-Oct 15 and year-round on Hawaii and Guam flights. Wings, epaulets and tie are required.

Tie

- Must be worn tightened at the collar and tied in a conservative knot.
- Top button of the shirt (under the tie) must be buttoned at all times.



Vest

- May be worn underneath the blazer with the shirt, pants and tie.
- Must be buttoned at all times.
- When the tailored vest is used as a serving garment it may be worn in all cabins on all domestic flights and international United Economy.
- Not approved as an outermost garment while off the aircraft.

Sweater

- On domestic flights, the zip-front sweater may be worn as an outermost garment with the shirt, pants, or vest when on the concourse and during boarding and deplaning.
- V-neck sweater may be worn on the aircraft; when off the aircraft, it may only be worn underneath the blazer. The v-neck sweater is never worn as the outermost garment in Phases 1 and 4.
- Can not to be tied around the neck or waist.

Pants

- Must be hemmed to touch the top of the shoe.
- Must not be tapered, pegged or cuffed.
- Must be worn with the United-issued belt.

Belt

Uniform issued belt must be worn at all times with the pants.

Shoes

- Must be plain, black smooth leather (no patent leather) business-style shoes.
- Skid-resistant bottom with heel not to exceed \(\frac{3}{4} \) inch is preferred.
- Wing tips and loafers are acceptable (black tassels, kilties or one strap and buckle are acceptable).
- If shoes have laces, they are to be black.
- Athletic shoes are not permitted.
- Shoes with any kind of weave design are not permitted.

Boots

- Must be plain black smooth leather (no patent leather), ankle boots are acceptable.
- Heel height may be up to ¾ inch from inside of heel.
- Cowboy boots are not permitted.
- Skid-resistant bottom is preferred.

Socks

- Must be worn with the uniform and be solid black.
- Must reach above the bottom of the pants when legs are crossed.
- Athletic socks are not permitted.

Hair

- Must be neat, clean and professional in style.
- Color should reflect natural hair color; extremes and patterns are not permitted.
- Length must not extend below the bottom of the jacket or shirt collar.
- Hair restraints are not permitted.
- Sideburns must be neatly trimmed, not extending below the top of the earlobe.
- Beards and mustaches must be clean, neat and filled in.
- Beards must not exceed 1 inch below the chin.
- Mustaches may not extend more than ¼ inch below the sides of the mouth.
- Van Dykes are permitted (e.g. connected mustache and beard).
- Goatees are not permitted (e.g. hair covering only chin).
- Trendy facial hair styles are not permitted (e.g., small patch of hair growing below lower lip).

Hands and fingernails

- Hands and fingernails must be clean and well-manicured.
- Nails should be kept trimmed short.
- Nails should be even in length and style.
- Male flight attendants may not wear nail color.

Jewelry and accessories

- Accessories are to reflect a professional design to complement the uniform.
- Earrings are not permitted.
- Visible body piercing (including tongue piercing) is not permitted while in uniform.
- Necklaces/chains must not be visible if worn.
- May wear a total of two rings, with no more than one on each hand.
- Rings may not be worn on knuckles or thumbs.

Bracelets

- One bracelet may be worn.
- Width may not exceed ½ inch.
- Acceptable colors include: gold and silver that complement the uniform. Only a metal bracelet is allowed.

Tie tacks/tie bars/collar bars

- Conservative, business like tie tacks may be approximately one-half inch at the widest point.
- Tie bars may be up to one-fourth inch in width and extend to the width of the tie.
- Collar bars are acceptable.

Cosmetics

Male flight attendants may not wear make-up.

MALE

Choose your domestic look

The following combinations are approved to be worn during Phases 1 and 4 (on the concourse, during boarding and deplaning).

- Pieces with a (*) can be included into the look if you wish.
- Refer to page 13 when to wear your ISM or Purser, language and name bar.

LOOK #1 Blazer with wings and...



Tie

- Shirt
- Pants
- Belt

LOOK #2 Blazer with wings and...



- Tie
- Shirt
- Pants
- Belt
- Vest

LOOK #3 Blazer with wings and...



LOOK #4 Zip cardigan with wings and...



LOOK #5**

Aviator shirt, wing and epaulets and...



**Can only be worn Apr 15-Oct 15 and all year on Hawaii and Guam flights.

- Tie
- Shirt
- Pants
- Belt

MALE

Choose your international look

The following combinations are approved to be worn during Phases 1 and 4 (on the concourse, during boarding and deplaning).

- Pieces with a (*) can be included into the look if you wish.
- Refer to page 13 when to wear your ISM or Purser, language and name bar.

LOOK #1 Blazer with wings and...



Tie Shirt

- Pants
- Belt

LOOK #2 Blazer with wings and...



- Tie
- Shirt
- Pants
- Belt
- Vest

LOOK #3 Blazer with wings and...



Serving garments

The following are approved to be worn during Phases 2 and 3, refer to page 44 for specifics.





Vest



International serving jacket

Outerwear

Apron

The following are the only approved outerwear garments, reference page 47 for specifics.



All-season coat



Wool coat

Serving garments

- A serving garment (apron or international serving jacket) is required to be worn in flight during all food and beverage offerings.
- The vest may be worn for service on domestic flights, but only in United Economy on international flights.
- When wearing the apron, serving jacket or vest the name bar must be attached on the left hand side.
- May not be worn during boarding, deplaning or during the safety demonstration.

Apron

- The solid black apron may be worn in all cabins on all domestic flights and international United Economy.
- Island print apron is only approved on direct flights to and from the Hawaiian Islands and/or Guam.
- The apron should not be worn while in United Global First or United BusinessFirst.



International serving jacket

- All S-CO international reserve flight attendants are required to have their serving jacket available when on duty.
- All S-UA flight attendants working an international flight or on stand-by/airport alert are required to bring their serving jackets with them. If assigned a United Global First or United BusinessFirst® working position the serving jacket must be worn.
- The United-issued serving jacket must be worn during international in flight services by designated United Global First and BusinessFirst aisle flight attendants.
- The apron and blazer are not alternatives to the serving jacket, however if a flight attendant is redirected from United Economy to United Global First or United BusinessFirst aisle position and does not have a serving jacket, he/she must wear a blazer.
- The ISM or Purser may choose to wear the serving apron rather than the serving jacket when working an assigned position in United Economy.

Accessories

Pins

- Three (3) total United approved pins may be worn with the uniform (e.g., It's Our Job, service, milestone or promotional) on the right side of the lapel of the blazer or on the right side of the outermost garment (similar to wings).
- It's Our Job pins are part of the uniform and must be worn upright on the right side of the lapel of the blazer or on the right side of the outermost garment (similar to wings).
- The official union pin may only be worn on the upper left side of the outermost garment (similar to wings).

Watches

- One conservative business-style watch is required.
- Watch bands may be black, metal or a solid color that complements the uniform.

Eyeglasses

Must complement the uniform and be professional in style and color.

Contact lenses

- Lens color must be the same for both eyes.
- Lenses are to be natural in color and appearance.

Sunglasses

May only be worn outdoors.

Weather gear

- Only the all-season coat or wool coat may be worn.
- Solid black gloves and hats may be worn with the uniform coat or long sleeve blazer.
- Approved outerwear (e.g. overcoat, scarf and gloves) may be worn outdoors or when stationed at a boarding door until door closure.
- Only the United-issued winter scarf may be worn with the wool or all-season coat.

- Plain black winter boots may be worn until check-in, to or from a layover and after the completion of the trip during inclement weather.
- A solid black umbrella may be carried.

Luggage

- United-approved luggage includes a tote, roller aboard and/or garment bag that are solid black in color.
- Luggage dimensions must be within 48 linear inches (i.e. the linear total is calculated by adding the bag height, length and width).
- Non United-approved items are not permitted (e.g., knapsacks, koozies, or backpacks).
- Stickers on the outside of luggage items are not permitted.
- Luggage wheels must be plain black. Wheels with flashing lights are not permitted.
- One conservative luggage tag is permitted.
- Lunch bags must be plain black.
- Refer to the Flight Attendant Operations Manual (FAOM) for guidelines on baggage allowance.

Approved uniform combinations for media and events



When a flight attendant is selected for a photo or publicity event, he or she must ensure that the uniform is in good condition and all standards and guidelines are met.

- Blazer with wings attached.
- White long sleeved uniform shirt/blouse.
- Skirt with sheer black hosiery (only for females).
- Pants with United issued belt and solid black dress socks (only for males).
- Solid black business shoe.
- Destination neckwear (scarf for females, tie for males).

Discarding uniform items

- Uniform items must be destroyed if no longer wearable.
- Cut out any identifying marks such as logo on shirt or blouse, stripes on jackets sleeves and buttons.
- Remember that for security reasons, any uniform item (current or expired):
 - Cannot be sold on the internet.
 - Cannot be sold or distributed to any person or organization without United approval.



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