



AIR CORSICA MODERNIZES ITS LINE OF UNIFORMS

News / Airlines



This Monday, February 21, Marie-Hélène Casanova-Servas, Chairman of the Supervisory Board of Air Corsica, joined a crew from the company on the runway at Ajaccio airport for a photo shoot in front of an Airbus A320. She was accompanied by the leaders of the young Cortenese startup, OIA Creazione.

The current uniforms of aircrew (air hostesses, stewards, airline pilots) and commercial staff (ground handling agents) of Air Corsica were created by Guy Laroche in 1999. Since that date, they are regularly adapted and redesigned, and the latest version, recently worn by company staff, is resolutely trendy and chic.

More modern and dynamic, these uniforms also take into consideration the comfort and needs of staff to enable them to work in the best conditions.

Considering that these are an integral part of Air Corsica's visual identity, its Chairman of the Supervisory Board praised the promotion of the company's brand image under the sign of "island elegance ". After several working sessions of the dedicated commission (directors and staff representative of commercial professions), Marie-Hélène Casanova-Servas was pleased with the choice of new cuts and materials, the combination of multi-faceted pieces and additional accessories.

Young Corsican designers, Julie Cesari (stylist/designer) and Marcel Lepidi (painter), from the OIA Creazione brand, have been selected to design a new scarf reserved for women.

Shimmering to enhance outfits, it notably combines tones and patterns reminiscent of our natural identity environment.



Marie-Hélène Casanova-Servas, Chairman of the Supervisory Board of Air Corsica, commented: "First Chairwoman of the Supervisory Board in the history of the company, I perhaps pay more attention than my predecessors to the development of employee uniforms, which I wanted to see go upmarket. Crews and station staff are the most visible ambassadors of our company and as such, updating their outfits is part of the company's marketing strategy. These uniforms also respond to our concerns aimed at providing ever more style and comfort in the work of employees who are in contact with customers. At the same time, we made a point of appealing to island creativity for the design of accessories, and it was the young team of OIA Creazione who imagined a new feminine scarf, whose patterns perfectly combine the image of our company with that of our island and its exceptional natural environment. Having witnessed the birth of the project, I am delighted to note that its realization corresponds in all respects to the expectations of the staff, who are strongly involved in this subject which closely affects the very identity of the Air Corsica brand".

Julie Cesari and Marcel Lepidi, Corsican designers of the OIA Creazione brand, commented: "We are very touched by the trust placed in us by Air Corsica for the creation of the headscarf for its women's uniforms, also available in twilly. Our collaboration is the result of common values: the love of Corsica, the desire to promote this territory internationally, work, rigour, style and elegance. Since the creation of our brand in 2016, the project of creating a scarf for the hostesses of the company was close to our hearts. After long months of work, we are happy to have been able to complete it with the Air Corsica teams".

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