Press release,
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FASHION, DESIGN AND ELEGANCE: AIR FRANCE EXHIBITS IN TOULOUSE



Nina Ricci uniform, 1997
In 1997, Nina Ricci's red outfits brought a burst of energy to a traditionally blue wardrobe.

L'Envol des Pionniers in Toulouse is hosting a special exhibition entitled "Air France, a story of elegance". The exhibition celebrates the airline and its meticulously designed travel experience, promoting the French art of living to destinations around the world.

For more than 90 years, Air France has called upon the biggest names in design, architecture and haute couture to create a travel experience that is unique in the world. Nearly 200 collectibles (iconic uniforms, refined tableware and bold interior designs) are on display in this unique exhibition.

Immersive settings, rare objects, haute couture uniforms and even models of legendary aircraft allow visitors to immerse themselves in the world of Air France and its timeless values. This heritage now enables it to offer a travel experience that combines pleasure and elegance.

HAUTE COUTURE AT THE SERVICE OF TRAVEL...

Air France, a pioneer of chic at altitude, has collaborated with the biggest fashion houses to dress its flight crew. A total of 18 uniforms are on display in the exhibition 'Air France, a history of elegance' at L'Envol des Pionniers (Toulouse). From the uniform of the first flight attendants designed by the Parisian fashion house **Georgette Rénal** (1946) to Dior (1962), **Balenciaga** (1969) and **Nina Ricci** (1985 and 1997), each uniform reflects its era and embodies the evolution of French chic. In 2005, **Christian Lacroix** designed an elegant and functional line that is still worn today. Each outfit is designed to be a symbol: that of exceptional hospitality, attentive service and refined aesthetics, down to the smallest detail.



Kimono by Izumi Yasuoka, 1972
Until the 1970s, passengers travelling to Japan were welcomed by Japanese hostesses wearing kimonos.



Concorde steward uniform, 1993

Christian Lacroix uniform, since 2005
Timeless and elegant, the uniform designed by Christian Lacroix has won universal approval and complies with on-board safety standards.

18 UNIFORMS TO DISCOVER AND NUMEROUS ACCESSORIES DESIGNED BY LEADING FASHION HOUSES



Dior uniform, 1962
The design of the new uniform was entrusted to Dior under the artistic direction of Marc Bohan. In the jet age, it was the company's first haute couture outfit, made from sky blue terylene.

Georgette Rénal uniform, 1946
Air France selects Georgette Rénal to design the uniforms for its first flight attendants. The petrol blue suit has a military-inspired style.





Balenciaga uniform, 1969
To keep up with the times, Air France called on Cristóbal Balenciaga to create an 'aeronautical' look: a suit and jacket with a pronounced waistline, the signature style of the master of fashion.



Bartender uniform, 1940s
The first steward uniforms followed the codes of the hotel industry: white jacket, dark trousers and bow tie.



THE ALLIANCE OF DESIGN AND INNOVATION

From the first Air France poster created by **Dransy** (1933) to the seats designed by **Andrée Putman** for the Concorde (1994) and the futuristic tableware designed by **Raymond Loewy** (1976), Air France has always cultivated excellence by surrounding itself with the biggest names in design. The exhibition 'Air France, a history of elegance' presents the largest collection of objects related to the French airline ever organised and traces Air France's constant ambition: to rise above simple transport to offer a cultural, sensory and deeply French experience.

Concorde seat, Andrée Putman, 1994 Renowned interior architect and designer Andrée Putman designed the latest Concorde cabin. She opted for simple shapes and understated beige and grey tones.



First Air France poster, Dransy, 1933



Concorde tableware, Andrée Putman, 1993
To complement the cabin design, Andrée Putman modernised the tableware with white porcelain highlighted by a thin blue border and pure shapes.



Jean Picart le Doux set, 1966
Glasses, plates, saucers, small bowls, cutlery

"Liseré or" dinner service, 1946–1966
Limoges porcelain dinner service from the Bernardaud and Haviland manufacturers, Saint-Louis and Baccarat crystal glasses, and Christofle silver cutlery.





Concorde tableware, Raymond Loewy, 1976
For the launch of Concorde, Air France called upon renowned industrial designer Raymond Loewy to design tableware in a futuristic style with clean lines.



AN INVITATION TO DREAM AND CREATE

The exhibition 'Air France, a story of elegance' reveals how, decade after decade, Air France has combined technical excellence with artistic creativity to forge a model of excellence. It pays tribute to all the designers, couturiers, architects and craftsmen who have shaped the skies in the image of France: bold, elegant and timeless.

PRACTICAL INFORMATION

Exhibition on display at L'Envol des Pionniers, Rue Jacqueline Auriol, Toulouse Information and ticket office: www.lenvol-des-pionniers.com

PRESS CONTACTS
> Juliette VIENOT / j.vienot@semeccel.com / (+33)7.62.94.11.29
> Marlène MECK / m.meck@semeccel.com / (+33) 6.08.96.96.50