Heartthrobs in the sky

Topi Manner

Soaring from the Banking Industry to the Top of Finnair

Balancing a Top Job in the Aviation Sector and Parenting
We all spend longer than we would like waiting around in airports, but we rarely discover anything about our fellow travelers or those who work there. Late April, after a joyful vacation with families, we got stranded at the Bali Denpasar Airport by a mechanical failure of the airplane. When everything was fixed, it was already 2:05 a.m. and our flight got canceled because the airport shuts down at 2 a.m. every day. It seemed like a terrible dream. Everybody knows these situations exist but no one wants it to happen to them.

This situation reminds me of a book I read several years ago, *A Week at the Airport*, written by British author Alain de Botton. In it, de Botton explores the magical and the mundane, and the stories that inhabit the airport, the strange ‘non-place’ that we are usually eager to leave. So, next time, when you have to stay at the airport for long hours, why not visit and discover it. Sometimes, spending time in an airport can be more useful and revealing than we might think. So, let’s discover the hostesses’ uniforms first.

Up in the air, in the narrow cabin aisles of planes, uniform fashion stands 100 years strong. These attires have never been about uniformity. They can be as colorful as candy, sexy, and glamorous, or even sport a high-tech look more akin to space suits. Uniforms are the embodiment of people’s most significant social attributes. In a vast and complicated world, they tell us whom to trust, avoid, and seek guidance or rescue from. In the Focus section, we show you the beauty of Air Uniforms. (page 14)

May is the beginning of summer and sets aside a day dedicated to moms around the world. A mother is believed to be a goddess with supreme powers, capable of making impossible things come true in the flick of a second. Praising mothers’ prowess and immense affection for their children and family, let’s make Mother’s Day 2019 a fantabulous one for these gorgeous and generous ladies, not only gifting them flowers, cards, jewelry, meals at fancy restaurants, or a surprise holiday, but also sharing their joys and sorrows in life. In the Lifestyle section, we’ll follow two working moms’ steps to figure out how to balance job and family and listen to the wishes of sons and daughters for their moms. (page 58)

Topi Manner, newly appointed CEO of Finnair, is paying his first visit to China as the head of the airline and sitting down for an interview with Sky Times. When he toured China with his wife a decade ago, the blue sky and clear sky of Sanya left a deep impression on them. This time, he has a global market inspection tour arranged, with stops in Beijing, Shanghai, and Nanjing. He hopes for the opportunity to gain a deeper understanding of China and its prospering market from multiple perspectives. In the People Section, Sky Times talked with Manner about the mission, service, networks, and marketing strategies in China. (page 68)

As always, we wish you a pleasant journey.
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Cover: Photo by Hishem Zineddine
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Tomorrow’s Trend at Milan Design Week

This year’s edition of Milan design week – the biggest event in the design calendar – took place across the Italian city from 8 to 14 April. Hundreds of designers and brands from around the world showed their work, at the Salone del Mobile furniture fair, the Euroluce lighting show, and all over the city. Trends expected to emerge from these shows include health and wellbeing for the home, an abundance of plants, and encouragement for physical interaction.

Modern and Contemporary Art Fair in Cologne

The four-day event Art Cologne, one of the most important international art fairs of the 20th and 21st centuries, kicked off in Cologne, Germany, on April 11, attracting about 180 galleries from around the world. It is the oldest fair of its kind, having started with just 18 galleries in 1967. For this edition, some 180 commercial galleries came together to present works by over 2,000 artists, covering all price segments, from well-known blue-chip artists to the newest young and emerging ones.
The Force is Strong at Star Wars Celebration Chicago

This year’s 2019 Star Wars Celebration launched into hyperdrive from April 11-15 at McCormick Place in Chicago. Star Wars Celebration, the convention completely dedicated to all things in a galaxy far, far away, is one of the biggest and best ways to appreciate the toys, droids, and characters of Star Wars. This year’s Celebration continued the tradition with a little boost from Solo: A Star Wars Story and The Last Jedi, and a teaser for The Rise of Skywalker.

Easter Parade, Easter Bonnet Festival in New York

One of the best things to do for Easter in New York is to stroll along Fifth Avenue during one of the city’s silliest processions: The Easter Parade and Bonnet Festival. NYC has a march entirely dedicated to outlandishly decorated hats. All bonnet-wearing revelers are welcome to stroll along Fifth Avenue and take part in this whimsical event.
Italian Red Oranges Travel to China

On April 2nd, the Italian red oranges became protagonists at the Italian Embassy in Beijing during an event to announce the entry of the pioneer Oranfrizer in this new market. The microclimatic factors in Catania Plain, on the slopes of Mount Etna, are perfect for the growth of Tarocco, Moro, and Sanguinello red oranges, and more Chinese customers will now be able to enjoy the unique flavors of these red oranges harvested in Sicily.

WHAT WAS YOUR BIGGEST CULTURE SHOCK WHILE TRAVELING?

I’m American and used to work in SE Asia for a company headquartered in London. On one summer trip to the London HQ, I was staying in a nice hotel that included a traditional British breakfast. One morning, I was seated near an American family and thought, “my goodness they are so loud!” I noticed others sometimes glancing at the children.

The children were all very well behaved but obviously very excited, anticipating their first full day exploring London. I realized if this had been a restaurant in the USA, the speech volume would have been quite normal and acceptable, and I wouldn’t have noticed. As I had not been around Americans for several months, I had become used to a lower decibel level while dining without realizing it. This was kind of a reverse culture shock.

I made it a point to introduce myself, that it was refreshing to hear other Americans after so long away, and with a bit of a twinkle said it was very nice to clearly hear how excited they were about the day ahead. The parents picked right up on it, and I later heard them nicely and quietly telling their children they could still hear them even if they spoke more softly.

Some of my family lives in Poland. I was visiting my aunt there and out shopping at Tesco. We went to the check-out line and I smiled widely at the cashier. She gave me a dirty look and then started yelling at me. My Polish language skills aren’t the best and I looked at my aunt in confusion. She responded to the cashier, “Relax, she is just an American. They are a lot less miserable than us Poles.” The cashier was not used to smiles and pleasantries and just assumed that my smile was because I was making fun of her.

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Built for Teams

The Steelcase Flex Collection

Steelcase Flex was designed after observing high-performing, hyper-collaborative teams across the globe, understanding how they work and what they need to be their best. Inspired by teams using design thinking and agile practices, Steelcase Flex gives teams the flexibility and control to adapt their space on demand to meet their rapidly-changing activities.

Designed with interconnectivity in mind and featuring clever details, the entire collection works together to allow teams to reconfigure their space in a matter of minutes. The pieces work well on their own, but just like teams, they work better together.

Carts
Built to hold all the team’s essentials, the Steelcase Flex Team Cart and Board Cart allow you to create, move and share information anywhere in the office.

Power Hanger
The Steelcase Flex Power Hanger is an ultra-mobile power solution that lets you connect to power nearby at all times. With six bold colors and a weighted, rubberized back, the power hanger will stay put when you’re on the move. Hang it on a table or the stand. You’ll want it close when you’re getting work done. Power when and where you need it.

Markerboard Solutions
Steelcase Flex Markerboard Solutions (markerboards, stand, wall rail) are lightweight and mobile for creating, sharing and moving your work. Grab a fresh markerboard and use it with the stand for a quick brainstorm. Add it to the wall rail with the rest of your ideas. Steelcase Flex Markerboard Solutions allow ideas to flow and concepts to be shared.

Basket and cup
The Steelcase Flex basket and cup are the perfect accessories to hold all of your team’s essentials, providing functionality, utility, and personalization. You don’t have to sweat the small stuff with Steelcase Flex. Small conveniences such as baskets and cups give that personal touch and hold your team’s markers and sticky notes. Just grab what you need and go.

Height-Adjustable Desk
The Steelcase Flex Height-Adjustable Desk is a high-performing solution that supports mobility, wellbeing, and technology integration. Everything you’d expect from a height-adjustable desk Plus, it’s designed to move as quickly as the day’s activities. The height-adjustable desk is stable, yet mobile. Push it close to a teammate to do some paired collaborative work, or move it away to a quiet nook for some individual focus time.

Acoustic boundary
The multi-use acoustic boundary is a necessity in any busy team space. It provides acoustic performance, space division, and a visual display area. It improves acoustic performance and offers a boundary for space division. It also allows the team to be surrounded by their information. Offered in two sizes, the acoustic boundary will be your go-to to make your team space functional and feel just right.

Tables
Steelcase Flex tables support both individual focus work and collaboration and come in a variety of sizes, seated or standing-height options.
The popularity of air travel and the lower budget flights availability has caused an expansion in no matter passenger traffic, volume of goods transported or even size of airports. Which are the ones that can lay claim to the titles of biggest and busiest?

Hong Kong International Airport witnessed continuous traffic growth in 2018. The airport has surpassed Memphis International Airport to become the world’s busiest airport by cargo traffic. The airport would continue to launch new initiatives, including the upcoming Terminal 1 Annex Building, to cater for the surging demand and therefore to solidify its leading position as a regional and international aviation hub.

King Fahd International Airport (KFIA), Dammam, Saudi Arabia, has a massive 6 story passenger terminal out of which three are for passenger processing, one for arrivals, one for departure, and one for boarding. The passenger terminal covers an area of 3,520,000 square feet and it is equipped with many customer counters, including 66 reserved for Saudi airlines and 44 for foreign airlines.
Uniforms are the embodiment of people’s most significant social attributes. In a vast and complicated world, they tell us whom to trust, avoid, and seek guidance or rescue from. Up in the air, in the narrow cabin aisles of planes, uniform fashion stands 100 years strong. These attires have never been about uniformity. They can be as colorful as candy, sexy, and glamorous, or even sport a high-tech look more akin to space suits.
the period between the 1930s and the 40s saw Shanghai impacted by Western ideological trends in such aspects as culture, politics, and economics. Influenced by the tide of the feminist movement, costume designers who advocated Western and Shanghai lifestyles began combining elements of Western clothing with the traditional cheongsam to put forward modified versions of this attire worn by Manchu women. The innovative design brought about a change in trends, from concealing body curves to highlighting the delicacy and grace of natural female beauty. The new design saw the cheongsam rapidly gain popularity not only in its birthplace of Shanghai but also across the country. The Shanghai-style cheongsam has become a symbol of classical Oriental beauty, of old times and civilization, reminding people of leisurely steps, elegant figures, and classical charm.

In the face of the ever-changing nature of fashion, classic styles remain relatively stable. Therefore, fashion designers can always draw inspiration from these treasured classics. The cheongsam, of course, acts as a significant source of influence for designers, especially uniform designers for airline crews.

In the 1960s and 70s, military-style uniforms dominated the suits of female flight attendants in China’s civil aviation industry. Ever since China’s Reform and Opening-up, flight attendants began wearing cheongsams on occasion for special flights. The new century has seen an increasing number of airlines showing their preference for such traditional Chinese styles, adding feminine and fashionable elements into their uniforms.

Female Flight Attendant Uniforms at Paris Fashion Week

During the July 2017 Autumn/Winter Paris Fashion Week, an airline company seized the limelight by unveiling its fifth-generation flight attendant uniforms, the result of a collaboration between Hainan Airlines and Laurence Xu, the only Chinese designer to meet the requirements for an official haute couture designation in France. Xu is renowned for his ability to combine Eastern and Western aesthetics, where design elements tailored in a westernized fashion are infused with a classical Oriental flavor.

The fifth-generation cheongsam, named the Rosy Clouds, is decorated with auspicious clouds along the neckline and seawater at the lower hem. The use of gray as the base color and the integration of yellow waves and red swallows into the design gives off a magnificent, royal presence. The artwork originates from traditional Chinese symbolism. Specifically, the auspicious clouds represent the veneration of the people toward the clouds during Shang and Zhou Dynasties, bespeaking harmony and luck. Similar designs were also widely utilized during the 2008 Beijing Olympic Games, and the crashing waves and rising mountains harken back to the lower hems of imperial and official robes.

Apart from the above-mentioned exquisite design elements, this new cheongsam adopts Western tailoring techniques to leave an impression of professionalism, making the flight attendants look undeniably fashionable. The 3/4 sleeves denote simplicity and just the right amount of modesty, symbolic of the cabin crew’s high level of competence. The apron is designed like a tulip-shaped dress to emphasize, in equal measure, elegance, femininity, aesthetics, and practicality.

To match this Oriental-style cheongsam, attendants have been given a new makeup routine: a refreshingly clean nude foundation is matched with an earth-tone eye shadow of slightly pearly luster to correspond delicately to lips of light cameo brown.
Besides looking refined, smart, and elegant, such a makeup also accentuates their calming professionalism.

This cooperation between the civil aviation industry and fashion even had CNN titling “China’s Hainan Airlines: Coolest cabin crew uniforms ever!”

The Cheongsam, Popular for Half a Century

Amongst airlines that have successively rolled out cheongsam-style uniforms to echo their respective brand styles, China Airlines definitely deserves special notice for their focus in this area. During its 60-year-long history since its foundation in 1959, the carrier has only once designed a set of non-cheongsam uniforms. This single occurrence happened during the 1980s. In spite of the many other changes in uniforms the airline has gone through, its design has almost always been based on cheongsam.

Its current uniform was designed by William Cheung, who has won 11 Golden Horse Awards and received one Oscar nomination for costume design. The over 30 cheongsams worn by Maggie Cheung in the film In the Mood for Love as well as those worn by Zhang Ziyi in 2046 were all designed by him.

As Zhang puts it, “What I designed is fashion wear, not a uniform.” This new generation of cheongsam blends tradition with fashion. Traditional cheongsam-style elements are retained, including the stand collar, the slant opening, and the slits, and are enhanced by modern tailoring elements such as exposed zippers, as well as unusual slit placements at the front right and back left, instead of directly at the two sides or at the front and back, highlighting a subtle sexual appeal.

The uniform’s color selection also garners attention, with the inner layer being a traditional slim-fitting cheongsam that blends mazarine blue with a muted purple, and the outer being a trap-edoidal-shaped short-sleeve shirt of imperial red and Ru ware white (named after a rare variety of chinaware from the Song Dynasty). Different colors are integrated proportionally in a professional manner to create focal points.

Apart from the modern, fashionable feeling brought about by this exquisite design, the designer has also taken the uniform’s functionality into account by adopting Western-style tailoring, making it convenient for flight attendants to raise their hands, bend forward, and just work more efficiently. It’s worth noticing that pockets were added onto the uniform where nametags can be pinned, and that traditional fabric materials that are thin or not abrasion-resistant were avoided.

Cheongsam and Manners

On October 12th, 2012, the departure of an A380 airliner adorned with the Chinese character for red silk-cotton from Guangzhou Baiyun International Airport marked the debut of the first international route flown by a China Southern Airlines Airbus A380.

To better emphasize the charm of Oriental culture, the Department of Passenger Cabins specifically selected elite crew members and elaborately planned out their service details and procedures for the flight from Guangzhou to Los Angeles, which are not available on other flights: flight attendants would provide one-on-one service to passengers in first class, wearing cheongsams tinted in a professional style.

The strong Oriental charm of a cheongsam does not ensure the gracefulness of the person wearing it. As the cheongsam tends to emphasize the natural curves of the female body, any inelegant posture is equally made clear. Its slim-fitting form requires its wearer not to hunch, and to always maintain an elegant bearing.

As early as one month before the flight, the company began carrying out training in cheongsam-wearing etiquette for the first-class attendants selected to be on that flight. They were to maintain an upright posture while standing and walking and to always smile, with their eyes forward and relaxed to put passengers at ease. Even sitting postures were standardized. They were required to sit down slowly while moving their hands to their lower legs. They couldn’t lean too far backward in their seats but were encouraged to lean outward a bit. The lower legs were to be drawn close together on one side, with their upper body remaining straight. Such traditional female mannerisms wordlessly convey the reserved beauty of Oriental femininity.

Whenever a new route is to be opened or a festival is to be celebrated, stewardesses from China Southern Airlines will be there, dressed in specially designed cheongsams rich in the flavor of Southern China. Their cheongsams, just like the traditional ones, highlight the straightforwardness of their wearers through their Chinese-style stand collars, reveal dignified decency via their classical buttons, and emanate refreshing beauty through shades of pink, purple, orange, and green. The color and beauty are a joy to behold for all passengers.
A Flight Attendant’s Dos and Don’ts

They are omnipresent in airports, walking through crowded terminals in their stylish uniforms like fashion models. They welcome you aboard with big smiles and perfect makeup. Have you ever wondered, how do flight attendants stay so attentive and well-dressed during red-eye flights? How does their makeup go with their outfit so well? Can they wear accessories or nail polish? What is in their perfectly-packed luggage? Let’s sit down with Ms. Liu Miaomiao from Shenzhen Airlines, Ms. Tian Yijie from Xiamen Air, Ms. He Xuefei from Air China, and Ms. Li Ran from China Southern Airlines, as they unveil the secrets of the fantastic lives they lead above the clouds.

Q: Please introduce Shenzhen Airlines’ flight attendant uniform to us.
A: The red uniform we currently wear was released in 2007. It’s a successful combination of classic oriental style and modern aesthetics. The navy blue outfit is for the Flight Service Manager, and the red one is for the rest of the cabin crew. Flight attendants serving first-class passengers wear a body-accentuating, cheongsam-style uniform, featuring a curved neckline, and a gold Shenzhen Airlines logo.

Q: Any specific accessories you can wear?
A: The uniform is highlighted by a necklace featuring the Shenzhen Airlines logo. It’s a unique and exquisitely designed accessory. During flights, the watches we wear must meet specific requirements. The same goes for rings, which must be plain gold or silver, with no diamonds or other gemstones set in them.

Q: What types of footwear do flight attendants wear?
A: Our attendants have boots, high-heels, and flats. When we’re walking through the terminal, we usually wear heels, and flats are for working on the plane. In winter, we wear our boots with heavy coats.

Q: Do you have special uniforms for festivals?
A: We have specially designed uniforms for major festivals. For example, during Chinese New Year, crew members dress up in traditional outfits to greet passengers and create a more festive atmosphere.

Q: How do you feel when working in your uniform?
A: I feel more confident. And of course, with great confidence comes a greater sense of responsibility.

Q: What kind of hairstyle is required? Is there a standard way to wear your hair?
A: Hairstyle is standardized, too and is an important part of our appearance. Female attendants need to wear their long hair up neatly, in accordance with our standards.
Q: Please introduce Xiamen Air’s flight attendant uniform to us.
A: The tri-colored uniform debuted in 2015 and represents the sixth generation. This outfit is the work of designer Chen Jimin. The clear-cut tailoring and breathable fabric emphasize form and function. The three “Xiamen Blue” hues represent staff members of different ranks, from flight attendant to in-flight service manager.

Q: Do you have special uniforms for major festivals or VIP passengers?
A: Yes, we have special uniforms for very important guests and themed flights. We also have Chinese style uniforms prepared for special occasions.

Q: In wintertime, how do you dress when flying to the southern hemisphere?
A: We dress in accordance with the local temperature and wear thick leggings, coats, and our red scarves. We bring summer leggings along in our suitcases as well.

Q: Do cabin crew members need to wear the same uniform? Or can you improvise?
A: Before the flight, the in-flight service manager or the cabin service director will specify the dress code according to the weather at our destination. This is to keep crew uniforms standardized.

Q: Is there anything that’s forbidden?
A: If we want to dye our hair, it cannot deviate too much from our natural hair color. Blond and other contrasting colors are not allowed. Visible tattoos are also not allowed.

Q: Is there a way to keep your skin hydrated in the air?
A: Many of my co-workers bring spray lotion. We spray it onto a tissue and dab it gently on our faces to avoid smearing our makeup.

Q: What’s in your luggage, if I may ask?
A: I keep a lot of things in there, from my sewing kit to all kinds of medicine. Whether it’s a passenger counter or a box of shoe polish, a flight attendant needs to think ahead about what he or she might need along the way. Also, in winter, I carry body warmers to fight the cold.

Q: What about shoes? How do you know which types of shoes are for which occasions?
A: Many of my co-workers bring spray lotion. We spray it onto a tissue and dab it gently on our faces to avoid smearing our makeup.

Q: How do you keep your skin hydrated?
A: I usually keep it handy, and I keep a lot of things in there, from my sewing kit to all kinds of medicine. Whether it’s a passenger counter or a box of shoe polish, a flight attendant needs to think ahead about what he or she might need along the way. Also, in winter, I carry body warmers to fight the cold.
flight attendants dressed in their new uniforms and working in the airplane kitchen drew the most attention. Many netizens were soon asking where they could buy the panda aprons worn by these flight attendants. Later, at the Pre-National Day Reception in 2018, as well as the Spring Festival Gala in 2019, a collective of crew members known as the Heroic Flight Crew attended the events in their new uniforms.

During flights, the new uniforms give off an impression of luxury. The outfit replacement cycle for an airline is generally between five and ten years, depending on the airline’s development needs. For Sichuan Airlines, issuing new uniforms involves staff in all positions, with three sets for each crew member for summer, winter, and spring and autumn.

Deconstructing the New Uniform

As the most prominent peripheral products for flight attendants, uniforms enable each airline to express its own sense of service and aesthetics through unique colors, designs, and decorations. For this reason, we are presented with various kinds of flight attendant uniforms from different countries, regions and cultural backgrounds, and gifted with diversified beauty. However, all multi-styled uniforms still share something in common in their design and fabrication. They must take into account safety, ease of movement, and the ability to allow the wearer to stay comfortable for long hours.

The silk stockings worn by Sichuan Airlines’ flight attendants are treated to be anti-static and flame retardant. Otherwise, flight attendants’ activities, such as walking up and down the dry cabin for long hours or repeated squatting for fetching meals would cause static build-up from the friction between the skirt and stockings. Long-term exposure in such conditions can affect the flight attendants’ health. Uniforms treated through an anti-static process are dust-resistant and help flight attendants avoid possible embarrassment resulting from electrostatic adherence building up in their skirts. It is also a standard requirement that all uniform fabrics in the cabin be flame retardant, including the silk stockings. For flight attendants, silk stockings are the most frequently worn article and are therefore a very important part of their uniforms.
Different weaving methods are applied to different parts of the stockings, allowing for a certain degree of auxiliary functions. For instance, a high-pressure weaving technique is applied to help prevent varicose veins, and another special weaving method is used to help ease the fatigue caused by standing long hours.

On duty, flight attendants often need to help passengers get their carry-on baggage in the overhead bin or squat down to serve or collect meal trays. They need to carry out a great range of movements and do a lot of walking. Good uniform design makes it more convenient for them to do all of this. Around the world, we can find very few examples of complicated flight attendant uniform design. The main style of Sichuan Airlines' uniform is seen in the three-quarter sleeves and the skirt that is slightly tighter around the hem, yet still loose enough to walk and move around.

A sharp and neat tailoring can guarantee free movement for flight attendants but requires the wearer to have a perfect figure. This is probably why flight attendants are selected in accordance with such high standards, as they also serve as visual ambassadors of sorts for their airlines.

**Design Process**

Designing uniforms for flight attendants is different from making tailor-made suits for white-collar workers, creating new styles for Victoria's Secret models, or rolling out a new season of outfits for a world-famous brand. Sichuan Airlines set up a special working group before to start the design process for its seventh generation of uniforms. Before communicating with any designers, the airline took a thorough inventory of its industry requirements, integrating all manners of information by summarizing and analyzing past and present experiences both past and present, in order to predict future trends and truly understand what would be required for an excellent uniform design.

Designing a uniform must respect several requirements. These include the assurance that the outfits will not quickly become outdated, that the quality and concepts embodied by the uniforms will hold up over a decent period of time and that the uniforms are capable of adapting to attendants of different statures and body types. In other words, the uniforms should make every flight attendant look good.

In terms of supplier selection, Sichuan Airlines carried out thorough marketing research. Several well-known apparel companies were selected for closer inspection of their abilities to cooperate, production scale, after-sales services, and technological levels. Marketing research was carried out, and a supplier selection scheme was designed and executed. During the business negotiation process, several suppliers made it through the pre-qualification selection. The suppliers' pattern design and production capabilities were then evaluated through sample size measuring and model fittings. A comprehensive evaluation of all remaining suppliers was carried out, and the top-ranking supplier was chosen. After business negotiations, in order to ensure that the information provided by the selected supplier would be effective and reliable, an inspection tour was conducted.

For the measurement phase, the workers tasked with taking the measurements were requested to remain on standby for 24 hours. Because flight attendants still had jobs to do and were flying all over the world, getting every crew member's measurements was no easy task. Workers with strong skills in taking measurements were required. Although several uniforms were made for each flight attendant, every single suit was measured separately in order to achieve the best possible fit for each crew member.

Without a doubt, a uniform's adaptability and fit are the greatest source of frustration for designers. Every single beautiful flight attendant uniform in history still had to be created by taking these aspects into account very seriously. In case of accidental scratches, if the outfit can be repaired without affecting its appearance or the wearer's ability to work, it will be fixed by the supplier's after-sales division for free. When it's not the case, the flight attendant needs to apply for a free replacement through a specific procedure.
Heartthrobs in the sky

Taxis Fannie

Compared to the frequent updating of their female attendants’ uniforms, Xiamen Air didn’t change uniforms for the male crew until the beginning of 2016. The arrestingly handsome uniform, gives passengers a brand-new image of service with its three-piece suit. Its integral blue scheme coordinates with the airline’s visual branding. The slim-fitting tailoring and detail designs all demonstrate the sophistication and professionalism of the male crew, painting them as butlers in the passenger cabin, like hosts entertaining family and friends with kindness and patience.

The waist-controlled coat visually lifts the waistlines of the male crew, making them appear ever more handsome and taller. Meanwhile, the stand-up collar and white lining remain consistent with the dresses of the female crew, giving off a visual effect that characterizes the airline.

The pioneering design includes an apron that adds a touch of warmth to the male uniform design. It includes pockets of various sizes, which are convenient to use for holding such service necessities as menus, pens, and wet tissues. The apron is worn at the waist and is also effective at preventing stains from the accidental spilling of things like soft drinks and coffee.

For a long time, male flight attendants of China Southern Airlines borrowed their style from pilots, airport police and aviation security officers. Due to the only differences being in the sleeve design and number of shoulder straps, it was hard for people to identify them.

However, their new uniform, with a unique design consisting of a red coat and vest, makes them very hard to ignore. This design gives them a more professional look that is also more fitting to their image as attendants.

The uniform comes in three different seasonal variants: summer, spring and autumn, and winter. The full set of attire includes, but is not limited to, a short-sleeved shirt, long-sleeved shirt, vest, business suit, sweater, black windbreaker, and down jacket. The new uniform, with touches of international style, takes wine-red as its dominant hue which forms a delightful contrast with the azure uniform of the female chief purser and the rose red uniform of female attendants. The difference between male chief purser and the others lies in the color of their neckties, with the former’s being dark and the latter’s being light.
The charming performances of Francis Ng and Julian Cheung Chi-lam in the Hong Kong TV drama *Triumph in the Skies* has elevated the profession of aviators in the eyes of the public. Apart from this TV series, there have been many classic portrayals of pilots on screen that have served as a feast for our eyes, such as Leonardo DiCaprio’s portrayal of a con man posing as a pilot for Pan American World Airways in the film *Catch Me If You Can*, and Japanese television heartthrob Kimura Takuya’s portrayal of a captain in the TV series *Good Luck!!*

Indeed, as professionals, they wear attire fitting of the term. The off-screen uniforms of male crew also reflect their heroic spirit and sense of control above the clouds. The purple-blue business suits of China Eastern crewmembers are double-breasted, with the cuffs embroidered with sleeve bands that represent their ranks. The inner white T-shirts appear smooth and clean, especially in contrast to the dark-patterned red neckties. Their robust and trendy wide brim hats are decorated with golden olive leaves on the sides. The flight insignia, embroidered in gold, serves to bring the whole outfit together.

These glamorous uniforms make perfectly clear for all to see the sense of courage, professionalism and responsibility these men carry.

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**China Eastern Airlines**

**Eagles in the Sky**

With China Eastern since 2005,

8,300 hours of flight time  
2,100 flights completed  
144 circles around the globe

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**Wang Xu, Captain, China Eastern Airlines**

Photo by Hua Xiaolong
This Summer, Come Enjoy the Waters of Hainan!

China, with its vast territory, diverse peoples, long history and fascinating culture, is a dream destination for countless travelers. But at the country’s southernmost tip lies a mysterious island – Hainan! With 68 different bays, it’s a totally unique tropical island resort paradise!

Its distinctive geography and beautiful natural environment have turned Hainan into a popular resort destination. The 1,944 kilometer-long coastline that wraps around the island offers an unending ring of beautiful scenery. And when you get here, you’ll be able to try the amazing fresh local seafood, diving, surfing, sailing, yachting, and plenty more thrilling water sports, making tropical Hainan island a must-visit destination on any China trip!

FABULOUS FRESHLY CAUGHT SEAFOOD

Great food is an essential part of every good trip, and since Hainan is a tropical island, fresh seafood makes a big splash on every local menu, so make sure to schedule at least one big seafood feast while you’re here! Hainan cuisine focuses on preserving the natural flavors of the freshest, highest quality natural ingredients, so there is no need for heavy sauces or strong spices. The pure, savory and sweet, rich, hearty island flavors of Hainan shine through in every bite. Better yet, you can pick your own fresh catch of the day and have it made however you prefer: grilled, steamed, fried, broiled, baked, stewed... the possibilities are endless! Speaking of endless, the variety of seafood here is truly astounding, with exotic mantis shrimps, sea urchins, and squid right alongside the more familiar oysters, scallops, mackerels, lobsters, and much, much more, each more flavorful than the last!

Head right down to the seafood market, like the locals do, where you’ll find the cheapest, freshest fish, shrimps, abalone, shellfish, and more, and then head to nearby seafood restaurants or stalls to...
have it skillfully prepared. Fill up your table with dish upon dish, and share it all together with good friends under the bright Hainan stars, making the memories of a lifetime together. You’ll find these seafood markets in every city and town, so no matter which way you go, you’ll be assured of a good meal and a great time.

**LET’S GO TO THE BEACH!**

Hainan has tons of great, natural beaches, with a total of 9 well-developed coastal tourism resort areas including Yalong Bay and Dadonghai in Sanya, Shenzhen Peninsula and Shimei Bay in Wanning, Haikou’s West Coast, Lingshui’s Clearwater Bay, and Qionghai’s Bo’ao Bay, each with unique, beautiful island scenery.

Sanya’s Yalong Bay and Dadonghai are popular for clear waters and white sands, attracting travelers from all around the world. Clearwater bay’s “singing beach” covers half the shore. The other half is covered in jumbled rocks of all shapes and sizes. Wanning’s Shenzhou Peninsula and Shimei Bay offer not only beautiful beaches, but also golf courses, yacht marinas, and more. Haikou’s West Coast is full of fun, with resort hotels, beach volleyball courts, the Chinese national windsurfing base, and even more to enjoy. Bo’ao is of course the home of the Bo’ao Forum for Asia, as well as the Bo’ao Lecheng International Medical Tourism Pilot Zone.

And of course we can’t forget the “National Coast”, Haitang Bay, which has everything you could possibly need for a great beach vacation, including row upon row of high-end luxury hotels, such as the first Atlantis Hotel on the Pacific Rim, the world’s largest stand alone duty free mall, and much more. Currently, there are 78 internationally known hotel management groups here, including Starwood, Marriott, Intercontinental, Shangri-la, and Accor, and a total of 94 hotel brands, making this a true tropical resort paradise. If you enjoy listening to the crashing waves as you drift off to sleep, pick any one of Hainan’s many coastal resort hotels, and enjoy sweet dreams of the sea.

**RIDE THE OCEAN WAVES**

Hainan is blessed by nature, with a warm tropical climate, clean, fresh air, bright sunshine, deep blue seas and soft white sands... Hainan is the perfect place to relax on the beach, enjoy the ocean breeze, listen to the pounding of the surf, and let all your worries go away.

Here, you can dive all year round, sinking into the tranquil underwater realm, filled with brightly colored coral reefs, and a huge variety of tropical marine creatures. There’s nothing more calming than drifting along in the gentle embrace of the sea!

Surfing is another great way to enjoy the waters of Hainan, where you’ll find long, rolling waves, perfect for beginners and skilled surfers alike! April is the best month for riding the waves in Haikou, Wanning, Lingshui, Sanya, and other Hainan surfing destinations. The most popular of them all is of course Riyue Bay in Wanning, where surfers congregate all year long, and top international surfing competitions are held every year.

Excellent weather and water conditions have also made Hainan one of China’s top sailing destinations, and Sanya’s Serenity Marina along with Haikou’s Sailing Training Base are both great choices for would-be sailors. Head out onto the waves with all your friends and discover the wonders...
of sailing the high seas.

If that’s not enough for you, Shimei Bay’s International Yacht Marina and Clearwater Bay’s Yacht Marina will also have you soon speeding over the waves.

Want a better view? Parasailing will have you flying high! Ride a banana boat through the wake of a speedboat, hop on a jetski, or try one of the many other exciting water sports on offer if you dare! Cruise ships also ply the waters, so why not treat yourself to a little bit of luxury on an ocean liner?

WATER PARADISE

In addition to the sunny beaches, there are many more ways to have fun on the island!

The first Atlantis Resort on the Pacific Rim is located in Haitang Bay. Inspired by the legend of the lost city of Atlantis, the

Lost Chambers Aquarium and Aquaventure Water Park will take you on an unforgettable adventure into the heart of the sea. In the Lost Chambers Aquarium, 86,000 sea creatures of 270 different species, including sharks, skates, piranhas, eels, and massive beluga whales, swim around in fabulously bejeweled splendor. Meanwhile, at the Aquaventure Waterpark, guests get the thrill of their lives on twisting water slides, one of which sends them speeding right through a tunnel filled with sharks! No matter if you enjoy heart-stopping water rides, or just relaxing in the gentle waves pools, this is a great place to go for a bit of water fun, and once you arrive in Atlantis, you’ll never want to leave!

Sanya Haichang Fantasy Town is an ocean themed amusement park that’s open 24 hours a day. Haikou’s Wet’n’Wild offers fun for the whole family with over 30 different water rides, and Changying Wonderland is a fascinating place with exciting stunt shows, roller coasters, and fun architecture that will make visitors imagine they’ve entered some fantasy realm.

Very soon, Lingshui Ocean Paradise, Ocean Flower Island, a Hello Kitty Theme Park, and even more exciting attractions will open, giving visitors a wider array of vacation options. So if you love the ocean and the sun, you’ll be sure to fall in love with this amazing island. Leave behind all your worries and cares, and enjoy a fabulous Chinese tropical island vacation right here in Hainan!
Jewel in the Tropical Ocean

Phuket, Thailand’s dazzling largest island, is so diverse you may forget to leave. The island is blessed with stunning beaches boasting clear waters and powdery white sand. Whether you like peaceful deserted beaches such as Mai Khao or busy beaches with plenty of bars and restaurants nearby such as Patong, you are sure to find one that suits you.

Adventures at Sea World

Phuket offers more than 30 stunning beaches to choose from. The pearly white, palm-fringed beaches that encircle Phuket’s southern and western coasts are the island’s key treasures. Each beach is different, from the northwest’s upmarket Surin and Ao Bang Thao (with their luxury resorts and, in Bang Thao, glossy beach clubs) to mellow, jungled Rawai in the southernmost part of Phuket and the infamous west-coast sin city of Patong. There is a place for everyone on the hunt for seaside fun.

However, as nice as Phuket’s beaches are, the most picturesque beaches are to be found on the dozens of nearby islands.

Located in Krabi Province, Phi Phi sits 40km from Phuket, approximately 1.5 hours by ferry. The island gained in the Hollywood film “The Beach” made what was already a famous holiday spot even more popular.

The name Phi Phi actually refers to two islands, Phi Phi Don and Phi Phi Leh. Development is restricted to Phi Phi Don, the center of which is Ao Ton Sai (Ton Sai Bay), where the ferry pier is located. There are no cars or motorbikes on the island, and the main area around Ton Sai is quite compact, making it easy to get around on foot. Trips to more distant beaches can be made by longtail boat.

Some of Thailand’s most magnificent landscapes lie hidden away beneath the Andaman Sea’s glittering surface. The main attraction of the Phi Phi islands is their warm, crystal clear water. Most daytime activities involve being on or in the water. The area attracts a large number of divers, and plenty of diving centers can be found on Phi Phi Don. For scuba diving beginner, PADI Open Water Diver courses are available.

Snorkeling can be great fun and is actually better for viewing fish than scuba diving, as the bubbles from scuba divers can frighten the fish away. Snorkeling options around Phi Phi are almost limitless. Try cave snorkeling on Phi Phi Leh or going on a shark watch. This is not as dangerous as it may sound since the sharks found in...
the waters around Phi Phi are small and are more scared of us than we of them.

If you don’t feel like getting wet, you may try fishing trips or rock-climbing. Of course, you could just laze around on the beach.

Boats can be hired for trips to nearby islands or fishing sites. The main areas for finding one are Chalong Pier and Rawai, with fares based on the number of passengers, distance, length of time and type of vessel. Longtail boats are a lot cheaper than speedboats. However, they are slower and not as comfortable.

On the plus side, they do provide a more traditional Thai sea-going experience, which is by no means unpleasant.

Exploring Old Town Charm

These tropical-island beaches are glorious, of course, but venture just a little beyond, and you’ll uncover astonishing Phuketian cultural riches that many visitors zip right past.

East-coast capital Phuket Town delights with its eye-opening museums, Peranakan cooking, Chinese shrines, and historic mansions and shophouses built in characteristic Sino-Portuguese style. Thanks to its strategic location in the South of Thailand and rich natural treasures, Phuket’s backstory is a fascinating, multi-faceted one. Europeans began to land on the Andaman Coast’s largest island in the 16th century, but the largest group of international arrivals were the Chinese, who flocked there to stake their fortunes during the 19th-century tin-mining boom.

These workers married into Phuket’s Siamese community, and the local Baba (Peranakan) culture was born. This distinctive cultural heritage is visible all over Phuket Town, from the architecture to the cuisine. Ditch the beach towel: Phuket Town whizzes you right back to the island’s roots.

The core of the Old Town is essentially made up of five roads and several small streets. Rich tin mine barons brought architects, carpenters, artisans, and even building materials from British-constructed Penang to build and decorate their opulent mansions and to fashion their intricate shophouse fronts. To best explore this fascinating area, one should go on foot. Due to the one-way system and lack of parking in the Old Town, it is not always easy to get around by car.

The Baba community’s heritage is apparent in Phuket’s Old Town in its architecture, commerce, fashion, and way of life. Baba residents made their riches in tin-mining and turned their attention to constructing majestic, European- and Chinese-inspired mansions featuring breezy terraces, elaborate wood-carved doors, and central tile-floored courtyards.

Others set up slim, multi-level shophouses, with lower windows, upper terraces, and elegantly arched ground-floor porches.

This quarter teems with history, and after years of neglect is currently being renovated. Over the last decade, many of these buildings have been colorfully restored, some as cafes, restaurants, boutiques, and guesthouses.

Truly Phuket Dishes

Nowadays, you can find at least one Thai restaurant in most cities. However, Thai food in Thailand itself is a whole new experience. Thailand’s love affair with food is just as strong as the sunlight in its tropical monsoon climate, with local cuisine dominated by seafood and spice. Even street vendors will tempt you with freshly-grilled fish and spicy noodles.

The tin mining boom of the early 20th century brought the biggest and most influential influx of immigrants: Hokkien and Cantonese Chinese, who introduced their regional Chinese cuisines. There are also Malay and Baba-Nyonya dishes, the latter being a unique blend of Southeast Asian and Chinese ingredients and cooking techniques.

As a result, Phuket’s food stems from a jumble of influences that has no equivalent elsewhere in Thailand.

In Phuket, pork rules, and soy sauce is more popular than fish sauce—ostensibly both as a result of the Chinese touch.

“Hokkien-style noodles” is one of the most ubiquitous Phuket dishes. Vendors across the island, especially in Phuket Town, flash-fry round, hearty wheat-and-egg noodles with seafood, slices of pork, greens and an almost gravy-like broth. If you’re feeling decadent, you can ask for your bowl to be garnished with a soft-boiled egg. Like many dishes of Hokkien origin, it is savory and mild.

Thailand’s calling card to the rest of the culinary world, Pad Thai needs no introduction. There is an infinite number of variations on this timeless recipe, but usually, noodles are dressed up with tofu, bean sprouts, onion, and the brilliant final touch: peanuts ground to near dust.

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Forget green salad for a while—every night of the week in Phuket! Patong is the undisputed nightlife center of Phuket. From 9 p.m. onwards nightly, the town is buzzing and doesn’t stop until the wee hours.

Bangla Road in Patong is the epicenter of the action and boasts the biggest clubs, as well as the craziest beer bars and shows. Even though they might not compare favorably to their counterparts in Bangkok, the atmosphere is much more relaxed. The fashion police are noticeably absent and, so long as you’re enjoying yourself, no one really cares what you’re wearing or how you’re dancing.

The range of venues, as you will see below, is quite impressive, from laid-back beach bars to VIP clubs. Even along the short Bangla Road, there are several new and eclectic concepts. Some of the old, well-established names have achieved global recognition, while newer clubs are always coming up with something different and special to try. You’ll certainly never be bored on any night of the week in Phuket!
Lu Ruiting

I left Wuhan to attend university in Guangzhou when I was eighteen and went to Beijing for my post-graduate degree. I remember when Wuhan opened its first subway, where new malls opened, and what flagship stores made their debut. What I do not know is how crowded the subway line 2 that my friend rides everyday feels, when the fresh lotus sprouts appear on my mom’s cooking list, what life looks like when I am not spending my summer and winter holidays there. Thanks to planes, the time necessary to travel from Beijing to Wuhan has been greatly reduced to around two hours. My nostalgia becomes shorter, and my love for the city grows stronger.

How does one spend a day like a local in Wuhan?

A normal day for a Wuhanese starts with a solid breakfast. Hot dry noodles, rice noodles with beef, fried dough sticks covered with glutinous rice, bean curd skin with pork, mushroom, rice rolls... just to name a few dishes. Breakfast is a must-try. You can either go to long-standing chains like Min Sheng Tian Shi Guan (Min Sheng Snack Restaurant) or visit places famous for a specific dish, such as Jinyan in Wansongyuan road for beef rice noodles or Wangshifu for bean curd skin, on Gaoxiong Road.

After breakfast, take your time and experience ferries, the most traditional way for Wuhanese to commute before the bridges were built from Hanyang Gate for just 2 RMB. If you are a true hiker, you can also choose to walk through the Wuhan Yangtze River Bridge (the very first bridge built over the Yangtze River) and feel the vibe of the traffic. You will see one of the famous scenic spot, the Yellow Crane Tower, on your way. When you reach the other side in Hankou, you can appreciate the western style buildings in the former concessions and enjoy a cock-tail in one of the bars near the bank.

For me, it has to be East Lake Scenic Area. East Lake, one of the largest lakes in China, covering an area of 88 square kilometers. It combines the natural beauty of water and mountains, and the renowned universities along the banks add a special charm to the scenery. At the end of 2016, the East Lake Greenway was built, stretching around the lake for 101.98 kilometers. There, people can take a closer look at the scenery on foot or by bike without having to worry about the traffic.

Aqualand, a restaurant serving western dishes, seafood, and cocktails. Located beside Lingjiaohu Lake, on Hongkong Road, it is definitely a suitable place for a date or a dinner with friends while enjoying the lake view outside. The roasted Wellington ribs, curry crabs, and Boston lobsters are all nice dishes to try.

03. What is the best-kept secret away from the tourist trail?

Try Nan’Anzui (South Bank Corner) with your bike. The South Bank Corner has a special geographical significance, it is where the Yangtze River meets the Han River. the Han River, originating from Shaanxi Province, plays a pivotal role in naming places in Wuhan, it is like the city’s “mother river”. Because of its location, the place is kept undeveloped. Standing at the forefront of the area, you can clearly distinguish the yellow, muddy Yangtze River from the green, clear Han River. You can watch them merge and run deep and still.

If you come in the summertime, the crayfish street in Xuesong Road in Hankou District is a must try. There, you can taste crayfish cooked in various ways, steamed or braised, with different seasonings. It goes best with Wuhan flavor snacks such as preserved eggs with fried dough twists and green soybeans.

If you come during other seasons, there are still plenty of restaurants to choose from. Prince Kanglong Hotel and Hujin Hotel, long-standing restaurants where many locals go for wedding ceremonies, are famous for their braised Wuchang fish and spareribs soup with lotus root. For more local and cheaper eateries, you can try Liupangzi Restaurant for steamed sticky rice meat-balls, fried shrimp balls, and braised hoof with lotus root. All these places have multiple locations.
Wine and Dine at Wuhan’s Finest

FOOD FOR THOUGHT

HE JAPANESE RESTAURANT

He Japanese Restaurant will provide you with fresh and special Japanese dishes in which absorbs French cuisine art. Tasting flavor that you can’t normally find in other Japanese restaurant in Wuhan, at the same time watching Chef Hu cooking for you on the spot, will be a nice experience. The decoration is in Japanese style with luxurious atmosphere. By carefully selecting ingredients from all over the world and providing comfortable dining service, the restaurant expect all guest enjoy an unforgettable happy dining moment here. Iron plate Australian beef and Tuna sashimi are highly recommended for your reference.

- Opening Hours: Lunch 11:30 a.m. - 14:00 Dinner 5:30 p.m. - 10:00 p.m.
- Address: 1F, Wanda Reign Wuhan, No.138 Donghu Road, Shuiguohu Street, Wuchang District, Wuhan, Hubei

VENUES WORTH VISITING

YELLOW CRANE TOWER

Yellow Crane Tower is a famous and historic tower, rebuilt many times, which stands on Snake Hill, at the bank of Yangtze River in the Wuchang District, of the city of Wuhan. It is regarded as the symbol of Wuhan city. According to records, the tower was first built in 223 A.D. during the Three Kingdoms period. After completion, the tower served as a gathering place for celebrities and poets to party and compose poetry. The tower, 51.4 meters high, is five-storied with yellow tiles and red pillars, overlapping ridges and interlocking eaves, more magnificent than the old one.

- Opening Hours: 8:00 a.m. - 6:00 p.m.
- Address: No.56 Minhu Road, Wuchang District, Wuhan, Hubei

DRINK WORTH SIPPING

LOBBY LOUNGE WANDA REIGN WUHAN

Located on the first floor of the hotel, the lobby Lounge of Wanda Reign Wuhan is decorated in neoclassical European style and provides you with coffee, cocktails, as well as seasonal themed afternoon tea. Double Afternoon Tea set includes 2 cups of English-style tea and more than 10 different desserts for you to spend an elegant afternoon time.

- Opening Hours: 06:30 a.m. - 23:00 p.m.
- Address: 1F, Wanda Reign Wuhan, No.138 Donghu Road, Shuiguohu Street, Wuchang District, Wuhan, Hubei
The history of flight attendant uniforms reflects the changes in social customs and the professional position of flight attendants. Since the appearance of the first female flight attendant in 1930, this profession has been coated in feminism. The history of female flight attendant uniforms is also the history of people’s recognition of the social status and identity of women.

Birth of the First Female Flight Attendant Uniform
1930 saw the world’s first female flight attendant: Ellen Church of the US-based United Airlines. A pioneering and legendary woman, Ellen Church was working at a hospital in Los Angeles when she acquired her pilot’s license after taking classes in her free time. After the end of the “Gatsby Era”, which was characterized by the luxurious and indulgent lifestyle of its fictional namesake, came a time of development for the American civil aviation. BAT (Boeing Air Transport, predecessor of United Airlines) didn’t approve of her application to be a pilot but agreed with her proposal to hire nurses on aircraft to ease passengers’ fears and anxieties and to help deal with urgent situations concerning passengers’ health. According to Ellen Church, these airborne nurses needed to be female: “How is a man going to say he is afraid to fly when a woman is working on the plane?”

It was a big achievement. It can be said that Ellen Church created the profession of the female flight attendant.

Of course, for these first female flight attendants, known as “sky girls” at the time, which included Ellen Church, United Airlines imposed very strict requirements, and the hiring process was steeped in sexism. Applicants had to be licensed nurses, single, under the age of 25, weigh less than 115 lbs, and be shorter than 1.63 cm. The conditions regarding weight and height were said to be due to the small cabins and limited carrying capacity of aircraft at the time. However, these petite flight attendants’ jobs were not limited to serving and assisting passengers. They also had to move luggage, help pilots refuel the planes, and even push the planes into hangars if needed. During the time of the Great Depression, the female flight attendants were in an enviable position, as they earned 125 dollars a month.

The first flight attendant uniform in the world emphasized the feminine qualities of modesty, delicacy, and prudence. Meanwhile, the uniform also had a touch of “wartime workwear”: it was simple, loose, and bore some military elements. The uniform had a cape-style coat, which was popular at that time. The shoes were the kind that a nurse would wear. The designer was a staff member of United Airlines, whose name we no longer know. However, the birth of this uniform made an indelible contribution to the establishment of the occupational image of the female flight attendants.

Wealthy people were so thrilled about a female flight attendant that many lined up to book flights with Ellen Church, at a time when people scarcely chose flying as their preferred method of transportation. Flight attendants remained exclusively female for a long time afterward. Other airlines followed suit, offering similar services with more exquisite and feminine uniforms. In 1938, Gladys Entrekin, senior flight attendant with TWA (Transcontinental & Western Air) designed a blue and white uniform, giving greater emphasis to the female figure and energy.

Shaking off the Tradition of Military Uniforms
In the 1940s, with the boom of the American economy and the development experienced by the aviation industry, flying started to become a more popular way of transportation, a trend that began in wealthy circles. It was from that time that airlines began to pay attention to the role of flight attendants in their brand promotion. Therefore, some
The 1960s witnessed an explosion of new movements in creative thought, including pop art and the hippie movement. In the United States, PSA (Pacific Southwest Airlines) was the first to introduce vivid colors and avant-garde fashion in flight attendant uniforms. From this point on, flight attendant uniform design began shaking off its rather simple and conservative roots and started pursuing individuality and diversity. Short boots, large and unique hats, and a variety of novelty fashion elements began appearing as part of flight attendant uniforms. People’s pre-conceived notions about what a uniform should look like were completely changed.

Among the many designs, the most daring and bold one was a certain psychedelic uniform, with a strong nod to the cosmos and futurism. It was created by Italian designer Emilio Pucci for Braniff International Airways in 1965. To this day, it remains an outfit so avant-garde that most fashion icons would be hesitant to put it on. The uniform included a “bubble helmet” as both a tribute to the astronauts of the era and as a way of protecting the attendants’ hair as they made their way to the plane. Ultimately, the helmets were quickly abandoned as they cracked easily and the planes didn’t include space to store them.

This period could be categorized as the Golden Era of the flight attendant uniform, intermingling all kinds of styles and designs. In 1969, Cristobal Balenciaga, founder of Balenciaga, designed an elegant blue uniform for Air France, which introduced scarves as an element of femininity in uniform design.

### Sexy but Diversified Era

The 1970s saw flight attendant uniform design evolve down different paths. After the brief innovative mania of the 1960s, some airlines opted to return to more classic designs, as it began to dawn on them that fashion trends changed too rapidly, and the views of the fashion world were far too diverse. They felt that something more stable was needed. With the growing prosperity of the civil aviation industry around the world, airlines were engaged in a fierce competition and began a trend toward sexiness, with flight attendants’ skirts becoming shorter and tighter.

By the late 1960s, some airlines had begun to rely on images of alluring flight attendants to attract passengers. In the 70s, Southwest Airlines even went so far as to use the slogan “sex sells seats”. This was a time when the “short pants, long boots” look made its appearance in female flight attendant uniforms, and when even higher standards on looks and figure were oftentimes imposed. For a long time, Southwest Airlines refused to hire male flight attendants. Ultimately the airline lost a class action in 1980 and was forced to hire male flight attendants.

Of course, sexy was not everything in the 70s. Diversity is a word that describes the uniforms of this period. Some were more akin to casual outfits. Sweater vests, checkered trousers, and regional style long skirts were often seen in flight attendant uniforms at the time.

### Liberty, Equality, and Professionalism

During the 1980s, due to the rise of feminism, overtly sexual uniforms found themselves facing increased pushback and were gradually phased out. Airlines from around the world began to pay more attention to regional styles and brand images. Uniforms that embodied elegance and professionalism became mainstream worldwide once again.

In recent years, more and more airlines have realized that the focus should be on maintaining a positive image characterized by safety and professionalism. Airlines have established selection standards prohibiting any discrimination regarding looks, gender, age, and body type. Female flight attendants refuse to be objectified, as they are professional workers. What matters most is their professionalism and quality of service. Some companies, like Air France, provide an option of either trousers or a skirt for female flight attendants. The uniform skirts of most companies have dropped back down to knee-length and excessively high heels have been discarded. Uniforms are now designed for the convenience of cabin service and to allow for proper maneuverability in case of an emergency. Beauty and fashion have become secondary criteria in the design. Australia has established a law that stipulates the materials used for flight attendant uniforms must meet certain safety standards and be fire-proof. In recent promotional imagery for United Airlines, we can see flight attendants of different body sizes, ages, and ethnicities, smiling naturally and sincerely, and without any sort of flashy background.

To a large degree, flight attendants are the embodiment of their airlines, and certain requirements must still be met. Flight attendants should be clean, polite and well-mannered. Many companies do not permit visible tattoos or heavy make-up. In general, uniform design has returned to a stronger emphasis on practicality, elegance, and equality. Continued collaboration with top fashion designers, however, ensures that flight uniforms still garner much public attention.
What comes to mind when prompted about the intersection of the aviation and fashion industries? Off the top of your head, you might think about airport tax-free boutiques and in-flight catalogs. Without a doubt, fashion is an inspiring and vigorous business, and aviation is, in fact, very much the same. With all things being equal, wouldn’t you go with the airline whose staff has the most stylish uniforms? Airlines have a long history of tapping designers to create their staff uniforms, and here are some that make our top list.

**SINGAPORE AIRLINES**

In 1968, French designer Pierre Balmain brought to life the iconic sarong kebaya, with elements stating the Singapore’s ethnic past perfectly merged into the uniform design. Founded in 1945, his acclaimed fashion house Balmain was one of the top three Haute Couture brands, along with Dior and Balenciaga. Quite the opposite of the typical western dress code, the distinctive sarong kabaya uniform of Singapore Airlines applies a Malay fabric design consisting of goldwork and Asian batik print, tailored to fit the elegant form of the female body. The bright, multi-colored floral motifs and a colorful border along the collar, neckline, and cuff are specially designed to highlight the Asian facial characteristics. Soaked in the gracefulness of Southeast Asian style, the down-to-the-ankle dress is a bold departure from the stereotypical image of the professional woman in a pantsuit or skirt. The iconic sarong kabaya uniform has not significantly changed since its creation over half a century ago. Everything from the pattern, lines, hues, and fabric remain the same today. Despite their diversified backgrounds, flight attendants in the sarong kabaya instantly become the embodiment of the signature hospitality and elegance of Asia. The timeless uniform has also helped establish the notion of the “Singapore Girl”; part of Singapore Airlines’ brand image. Since its inception, the “Singapore Girl” has become integral to the airline’s marketing campaigns.
Since its establishment in 1985, the red hat has differentiated Emirates staff from all others, and it is seen as a key element in Emirates’ brand image. Complemented by the white Arabic-style side veil, the hat works to remind people of this top-class Gulf carrier and its distinctive cultural background. You can always spot the red pill-box hat and side veil at any airport in the world. The current collection inherits these features that make it so recognizable. A draped white side veil goes down from the signature red hat all the way across the neck and rests upon the left shoulder. The beige color echoes the deserts of Dubai, where Emirates is headquartered, and stands as a representation of the hospitable, attentive and modest Emirates flight attendants. Stripes seem to be another favorite element of the designer. The fine beige-colored lining of the red hat, the delicate red pinstripe running along the blouse, and the inverted kick-pleats on the skirts also help to bring style to the narrow aisles on the planes.

Its 4% Poly Wool composition makes the attire all the more lightweight and comfortable. The accessories are all genuine leather.

When talking about Russia, we may be quick to think of tanks and wild bears, but the country’s gracious flight attendants also have their place in the world of fashion. Aeroflot is known for its heroic pilots, but Russia’s national carrier wouldn’t be so successful without its gorgeous flight attendants. All crew members are carefully selected, making the airline one of the most attractive teams in the world. The blond, young, and slim flight attendants truly lighten up the cabin with their stunning uniforms. The bright reddish-orange vintage-inspired uniform features a slim fit dress and a pointed red hat. Try to imagine this work of art on the beautiful Russian flight attendants! Flying with Aeroflot means you get a free ticket to a true fashion show above the clouds. A real delight for the eyes.

The uniform was created in 2010 with a master’s touch by Saint-Petersburg-based Yulia Bunakova and Yevgeny Khokhlov. Its summer and winter sets take reddish orange and navy blue as their bases and are finished with a nostalgic touch via golden buttons, retro white gloves, and bowties. The head is a highlight of the design and was inspired by traditional Russian hair accessories. Ferre believed that a uniform is critical for a company’s branding strategy and must express the right values through its details. The characteristics of Russian culture is beautifully materialized in this uniform, which emphasizes simplicity and gracefulness. With carefully selected flight attendants, this eye-catching set has really gotten people talking.

As the leading force of fashion in Asia, Korea has once again amazed the world with its flight attendant uniforms. Korean Air’s new outfit was crafted by the legendary Gianfranco Ferre, chief designer at Dior from 1989 to 1996, who is remembered as one of Milan’s 3 Gs, along with Gianni Versace and Giorgio Armani. Ferre’s first attempt at a flight attendant uniform collection is a blast from the past inspired by traditional Korean hair accessories. It exudes elegance and gracefulness. The uniform features a mixture of white and turquoise, the uniform stands out among the top global airlines. Practical and supple fabrics have been used, taking into account the flight attendants’ cabin duties and bringing ergonomic elements into the work of art. Widedly appreciated by passengers, the butterfly-shaped hairpin worn at the back of the head is a highlight of the design and was inspired by traditional Korean hair accessories. Ferre believed that a uniform is critical for a company’s branding strategy and must express the right values through its details. The characteristics of Korean culture is beautifully materialized in this uniform, which emphasizes simplicity and gracefulness. With carefully selected flight attendants, this eye-catching set has really gotten people talking.
The glamorous uniform of Etihad Airways, created by Italian stylist Ettore Bilotta, represents a timeless elegance. In this design, epic elements from 1960s Parisian and Roman haute couture merge with the contemporary look of fashion runways in London, New York, Milan, and Tokyo.

The mix-and-match palette of Etihad’s color tone is most evident in this uniform. A warm chocolate color base and a newly introduced dark red for the cabin crew breathe sophistication and glamour. Bilotta also took the unusual step of breaking up the main primary shades by introducing all the secondary colors as accents on blouses and accessories. For the female crew, stylish silk scarves, which replace turbans, and gloves decorated with intricate geometric patterns and fretwork display exquisite hand-craft work, as does the slim, laptop-sized handbags. Inspired by the sand dunes of Abu Dhabi as well as Hollywood icons, the widely acclaimed hat is a throwback to the good old days of aviation. All of the pieces are made from 100 percent Italian wool and jacquard fabric, put together in various locations across Italy, with some additional manufacturing in Shanghai, Tunis, and Bucharest. The uniform creation was overseen by a dedicated team of 400 staff, and approximately 30% of each individual outfit, for both male and female staff, is handmade or hand stitched. Carrying a “Made in Italy” label, the Etihad uniform strives to maintain, if not enhance, the company’s lofty reputation.

Turkish Airlines

Just in time for the opening of Istanbul’s new airport, Turkish Airlines rolled out a new set of staff uniforms to give its crew a fresh look. Designed by Italian stylist Ettore Bilotta, the deep red and anthracite gray based collection comprises a hat, gloves, pajamas, a tailored suit, and accessories. Designed by Italian stylist Ettore Bilotta, the deep red and anthracite gray based collection comprises a hat, gloves, pajamas, a tailored suit, and accessories.

The flow of the Bosphorus, the uninterrupted tranquil whirling of the dervishes, the traditional curves of tile and calligraphy combined with modern touches all inspired the “Flow” philosophy seen in Turkish Airlines’ new designs. Since it flies to more destinations than any other airline in the world, Turkish Airlines insists the catwalk-ready looks are also effective in real-world scenarios. Cabin crew members were asked to give their feedback throughout the process, and the designs were tested on long-haul trial flights in different climates.

“While maintaining traditional elements of Turkish design and culture, our new uniforms are professional and stay true to a culture of hospitality, just like our airline,” said Turkish Airlines Chairman of the Board and the Executive Committee M. ilker Aycı.
In May 2018, Delta Air Lines debuted its brand-new uniform, created by the well-known NYC designer Zac Posen.

Zac Posen’s work is a nod to the decades-old Delta style, while adding a touch of elegance and attractiveness. In this collection, the female staff uniform set includes a V-neck dress, a tunic sweater, a wrap skirt, an ottoman-ribbed dress, and a batwing jacket.

An interesting fact upon close inspection is that the blouse’s neckline is designed to resemble the wing of an airplane. “Passport plum”, the same color as some passport covers, is a nod to the wide age range of flight attendants in North American and European airlines. The color goes well with every complexion and age, giving a fresh and confident new look to all crew members.

Creative hi-tech fabrics allow for a marriage of form and function, both on and off-board. The uniform’s material is created through a mix-and-match of new techniques making it highly elastic, quick drying, wrinkle-free, anti-stain, as well as water and windproof. On top of that, the uniform can be thrown directly into the washer, which is a blessing for flight attendants that spend most of their time traveling.

For three months, 1,000 Delta employees in diverse roles around the globe tested the uniforms to ensure the final designs would support a variety of functions, climates and body types. The design teams conducted hundreds of focus groups, job-shadowed employees and gathered recommendations from more than 30,000 surveys. The feedback process led to more than 170 changes. Many of the modifications were suggested by employees themselves, like an interior blazer pocket matching a passport’s width, as well as pen pockets.
With a warm smile and an agreeable air about him, Topi Manner, newly appointed CEO of Finnair, is paying his first visit to China as the head of the airline and sitting down for an interview with Sky Times. When he toured China with his wife a decade ago, the blue sea and clear sky of Sanya left a deep impression on them. This time, he has a global market inspection tour arranged, with stops in Beijing, Shanghai, and Nanjing. He hopes for the opportunity to gain a deeper understanding of China and its prospering market from multiple perspectives.

On January 1st, 2019 Manner joined Finnair after more than two decades at Nordea Bank Abp. When asked about the difference between banks and airlines, he says: “there are more similarities than you would think. Both businesses are continuing to regulate and digitalize, and trust is a key component in that. There is a lot of data involved in both businesses. Both businesses are very capital-intensive. For airlines that means the aircraft, and for banking that means loans. The two businesses actually share a lot of similarities.”

It is for these reasons that Manner hopes to realize his potential in his new position, with his financial background and digital analytical abilities, introducing a brand-new thinking model for the airline. “Admittedly, I still have a lot to learn because Finnair is a brand that operates air routes globally. It is a must for me to stay abreast of the development of the international aviation industry and to decide the future direction of our company. Such an interesting and challenging task fills me with passion for the aviation industry.”

Manner says, “China’s critical role in the global layout of Finnair can obviously be seen from the fact that the company has successively opened routes to pivotal cities including Shanghai, Guangzhou, Xi’an, Hong Kong, Chongqing and Nanjing since establishing a direct route from Beijing to Helsinki in 1988.”

As a matter of fact, thanks to its geographical advantage, the airline has been constantly speeding up its pace in route structure design have all contributed to the growth of Chinese tourism in the country. 2018 saw a 77% increase in awareness of Finland in China. Furthermore, with the finalization of the “China-Finland Year of Winter Sports”, the country’s unique winter sports tourist activities will attract the attention from even more Chinese tourists.

Manner states that, “for countless Chinese, Finnair is becoming the first choice for traveling to Europe, as we offer the shortest trip. Finnish people also tend to select direct flights to China for conducting business or for tourism, as Finland and China continue to deepen their relationship. Considering the bilateral needs of the two markets, the airline plans to increase transport capacity at its seven waypoints this year, with an expected increase of 12%.”

“Finnair was the first European airline to use A350 aircraft on routes to China. 2019 will see more A350s used in the airline’s operations in China. China’s fast-growing network and digital platforms have re-shaped tourists’ behavior, with an increasing number of early-stage queries, purchases, and sharing of travel experiences taking place online. Taking such changes into account, the airline is also actively proceeding in pushing the development of digitization, as seen in examples such as working with Fliggy to acquire a better grasp of the market via the platform’s high traffic, and to provide in-flight Wi-Fi services to satisfy the connectivity needs of passengers. We’ll continue to explore the possibilities of this kind of cooperation, which will enable more Chinese travelers to know more about Finnair and choose our services.” Manner says.
In your workday, what task is the most time-consuming? And what is the most meaningful one?

Manner: The service industry is people-oriented. So I meet a lot of people—employees, customers, authorities, and various types of stakeholders. We are a stock listed company so I also see investors. That would be a typical day.

What do you think makes a successful leader?

Manner: I think a good leader needs to have determination and ambition and be goal-oriented. A good leader has to have personal energy and also be able to energize people, select the right people and the right team, and put the right people in the right positions.

What’s been your greatest challenge or career setback and how did you overcome it?

Manner: I don’t think that there has been sort of one setback that is really standing out. But in my previous roles, I have been doing a lot of digital transformation and it is rewarding because it develops things and takes them further. However, change is always hard. So change management and transformational management is hard. I guess the digital transformation has been both rewarding and tough at the same time.

Could you recommend a couple of destinations and Finnair routes to travel in the summer?

Manner: Well, first of all, I would recommend a stopover in Helsinki. I think Helsinki is a beautiful city, and there are many things to see, with lots of interesting designs, a beautiful nature, the sea, and great restaurants. Stockholm is also a beautiful Nordic city, with many great places. And then, of course, the Finnish Lapland is fantastic during the wintertime, but it is also beautiful in the summer.

What’s the overall performance of the routes to China launched by Finnair?

Manner: All of the routes are very good and sort of serving different demands and needs from customers. They are all important in their own right. We have been in China for 30 years and we want to be here for the long run. We see growth opportunities in China in the long term. For the time being, we are fully focused on making these routes successful, and as I stated, we are happy with them.

According to your strategy, by 2020, business in Asia will double. With that in mind, what experiences, especially Nordic experiences, will you bring to Asian customers, in particular, Chinese clients?

Manner: Our whole business is about connecting Europe and Asia. China is a very important market for us and one of our top three markets. We have been experiencing this increasing demand and interest by Chinese passengers with regard to Nordic destinations, not only Lapland, the northern lights, and Santa Claus, but also destinations such as northern Norway and around Nordic countries. The connectivity that we are offering, with 100 destinations in Europe, is very important, and within that connectivity, there is a multitude of experiences to offer. I think that is the bottom line. We are also constantly developing our services. We are doing partnerships with Alipay and WeChat to improve our services and competitiveness for Chinese consumers and we will be doing that also in the Nordics, for example, we’ll work together with our local partners to develop stopover possibilities in Helsinki.

Besides, we have been upgrading our business class, and these kind of design elements are something that we have been bringing more forward in our service and we want to continue doing so.

What’s the goal of Finnair in the Chinese market for 2019? What’s your expectation and how will you achieve that goal?

Manner: As stated, we have been in this market for 30 years and we are here for the long run. We see the Chinese market increasing. The demand coming from Chinese consumers is growing, and we also want to bring more Europeans to China to experience its diverse cities and regions. There is a lot to see, as you know, and that is part of our plan to support the business. Improving connectivity is mutually beneficial and a good platform for growth in the long run. For the time being, we are focused on improving the routes that we have.

What products and services has Finnair launched to meet the
needs of Chinese passengers? The list is quite long. We were the first airline to adopt Alipay in 2017. That’s already a good example of steps we have taken. As I said, Finnair was the first European airline to sell flight tickets via WeChat in 2017, showing that we are pioneers in terms of digital innovation. We have been bringing many options to customers, with a Signature Menu by Steven Liu, which has been well-received by customers. Of course, we have Chinese and Finnish cabin crew and a good diversity in terms of in-flight entertainment options where the needs of Chinese customers have been taken into consideration.

I think that most importantly, the transfer experience in our Helsinki hub is very convenient, with signage available in Chinese and Chinese-speaking personnel on the ground. This is very easy and convenient for customers. We are now investing to upgrade the facilities to expand the hub and this goes hand in hand with our plans to grow as an airline.

ST: Which of your routes use A350s in China?
MANNER: We are using A350s in Hong Kong, Beijing, Shanghai, and Guangzhou. The A350 is a magnificent piece of aircraft and we are very happy that we were the first western airline to use it and also the first one to fly to China with it.

ST: How do you compete with other Chinese and European carriers in the intensely competitive China market? How do you maintain your own advantage?
MANNER: Obviously, China is a very competitive marketplace, with lots of players. The good news is that there is also growth in terms of demand and that we have natural sustainable competitive advantages, a short northern route being one of them. It also seems that Nordics as an experience is appealing to Chinese customers. That is one of our strengths. Along with cooperation with various Chinese partners like Alipay and WeChat, we are also developing partnerships with JD.com, Ctrip and others, and this is something that we want to do more of going forward. China is a leading country in terms of digitalization and digital services, and there are many top-notch players in this market. We feel that partnering with these kinds of players allows us to develop new services for customers and cement our competitiveness in the eyes of both Chinese and European customers.

ST: How to attract transfer passengers from China to Europe or to the world?
MANNER: We are very well positioned for that with our 100 destinations and the connectivity in Europe and with the quick and convenient transfer experience in Helsinki hub to short northern routes. I think that combination in itself already is reason enough for customers to fly with Finnair. Then, of course, the experiences that you can get in destinations such as Rome, Paris, Germany, and all around the Nordic are certainly worthwhile and I would recommend them to anybody. As stated, we feel that we have an advantage in that connectivity and that quick transfer experience, and that is something that we want to keep on developing going forward. A lot of customers have also found that Finnair is really the fastest way to Europe, particularly when there is no direct flight to destinations like Berlin or Manchester. Finnair offers by far the fastest connection via Helsinki. Normally, people think that if I’m going to Berlin, I have to fly via Frankfurt, but that’s not the fastest way to Berlin. The fastest way is via Helsinki.
Films aim to record our times. We live in a great era, and every step we take is closely related to the times in which we live.

Yu Dong
Filmmaker

Text: Wang Ruosi

The beginning of 2019 was a busy time for Yu Dong. On January 3, after nearly six months of preparation, *The Chinese Pilot*, a movie based on the “Heroic Crew” of Sichuan Airlines, officially began shooting. Yu Dong, president of the private production company Bona film group, was elected vice chairman of the 10th delegation of the China Film Association and was nominated for China’s “100 Champions of Cultural Industry since the Reform and Opening-up”. In January 2019, as the Chinese New Year’s blockbuster *Pegasus* was released, Yu Dong found himself standing at a historical turning point, when the annual box office returns of the domestic market surged beyond 60 billion yuan (about USD 8.8 billion) for the first time, realizing that his longstanding dreams were coming true.

Yu Dong says that he belongs to the generation that has not only worked inside the planned system but also witnessed the difficulties, changes, and developments of the Chinese film industry during marketization after the Reform and Opening-up. When he talks about the achievements Chinese movies have made so far, he can hardly hide the sparkle in his eyes. Compared to CEOs of listed companies, Yu Dong is more like a filmmaker fighting on the frontlines of a creative industry.

Great Film Distributor

As one of the first graduates of the Beijing Film Academy, Yu Dong is a filmmaker with professional training under his belt. After graduation, he began working as a distributor for Beijing Film Studio. He became known as a great salesman. Although it was a bleak time for China’s film industry, selling copies nationwide was an experience he still cherishes. Yu Dong remembers when he was just starting out, the domestic box office returns totaled less than 800 million a year, and domestic movies only accounted for maybe one or two hundred million of that total. At that time, there were very few private film distribution companies. In 1999, Yu Dong, who was ahead of the times, decided to go into business and established Bona film group. Although the private companies did not have completely independent distribution rights at the time, Yu Dong resolutely took on the price of admission, and borrowed 300,000 yuan to buy Bona film group’s first film, *Something about Secret*, and earned his first pot of gold.

In 2001, China ushered in major reforms for its film industry. That year, Bona film group became the first private company to receive a film distribution license in China, as was reported by the People’s Daily at the time. Taking advantage of the reforms, Yu Dong’s unique vision for film distribution is also admirable: in 2001, Bona’s low-budget Hong Kong film *Roots and Branches* earned nearly 20 million yuan and became the second highest-grossing film that year. Bona film group, having made a name for itself, also became an important distribution channel for Hong Kong movies in the Mainland. In 2012, Yu Dong invested in the overlooked art film *A Simple Life* which went on to garner five awards at the 31st Hong Kong Film Awards. In 2018, the mainstream movie *Operation Red Sea* enjoyed tremendous success at the box office, ultimately going on to become the highest-grossing Chinese film of 2018, ushering in a new era of mainstream Chinese commercial blockbusters.

Marketization of Mainstream Films

Mainstream-styled domestic films have not always garnered mass appeal in China. What
makes Bona film group succeed in this field? From *The Taking of Tiger Mountain*, to *Operation Mekong* and *Operation Red Sea*, when talking about Bona film group’s successful market-oriented approach in recent years, Yu Dong first speaks about “the spirit of craftsmanship” and “expressions of humanity”. In regards to the first, making a movie requires a craftsmanlike working attitude and the most sophisticated technical standards. When it comes to the second, the expression of human emotions and the shaping of characters are also important. Previous Chinese mainstream movies often focused more on concepts and overemphasized ideology. Bona film group attempted to rectify this.

*Operation Mekong* tells the story of Chinese narcotics officers. In order to commemorate their work, people even built monuments for those fallen drug-sniffing dogs. In order to prevent drug traffickers from retaliating against their families, monuments cannot directly be dedicated to the fallen officers themselves. *Operation Red Sea* centers on soldiers in their twenties, offering people a chance to know the heroes who take on the responsibility of defending the country. The same is true for *The Chinese Pilot*. Yu Dong said that when he saw pictures of the Sichuan Airlines incident on May 14th, 2018 in the news, in which the plane’s windshield broke, the pilot’s uniform was torn, and half of the control panel was destroyed, he immediately realized the potential of the 9000-meter-high incident. Yu Dong believed that such an “epic and successful landing” should be filmed, so that the spirit of Chinese civil aviation could be passed on to more people.

**60 Billion Yuan: A Historical Turning Point**

In 2018, the annual box office returns for the domestic market exceeded 60 billion yuan for the first time, and the top four box office releases were all domestically produced. “With the market jumping to 60 billion today, we should thank the leaders of the state-owned film studios. It is their persistence and determination to reform that has allowed Chinese films to prosper and thrive.” In Yu Dong’s eyes, 60 billion is a historical turning point, which will affect the global film landscape moving forward. In the next 10 or 20 years, can China’s film industry surpass Hollywood to become the world’s number one? This is obviously what Yu Dong expects to see. He used to yearn to retire as soon as possible and return to film school to teach students, but now he feels that there are still too many films to be made. In 2019, Bona invested in five movies with more than 50 million yuan each, a record high. Today, Bona film group is not only a domestic film giant doing business on multiple fronts, such as film and television production, film and television distribution, and film investment, it also extends its business to overseas markets. In the future, Yu Dong hopes to accelerate the process of promoting Chinese films globally. “Films aim to record our times. We live in a great era, and every step we take is closely related to the times in which we live. As filmmakers, we use the expressive and innovative qualities of modern films to record Chinese stories and introduce excellent Chinese films to the world. This is part of the responsibility of Chinese filmmakers,” Yu Dong says.
Zhao Meng joined Beijing FASCO in 2007 and is affectionately known by Beijing FASCO candidates as “Sister Meng”. She was among the first batch of Chinese flight attendant recruited by Beijing FASCO for Qatar Airways. Grateful for the company's support in getting her that first job, she now helps other newcomers in a similar way.

“With a large number of Chinese graduates lacking job information about the aviation industry, it is good to match them with positions in airlines,” Meng says. The company she works for has played a big role in the fast development of foreign airlines in the past decades. Recruitment is an important part of her daily life. Having hosted hundreds of job fairs and interviewed thousands of candidates for international airlines, Meng learned to deal with various situations effectively. The transnational work experience when she was younger has endowed her with an international perspective and highly-efficient skills.

When an appropriate method is found, nothing is unsolvable. For Meng, performance is key and affinity is the icing on the cake. With the fast development of foreign airlines, the demand for high-quality talents with international vision is rapidly growing. During the years, Meng’s team has received diversified sorts of requirements from the customers and always managed to lead the team to formulate efficient execution plan for them.

After years of work, Meng has become the director of recruitment and marketing department. Although with years of experience in the civil aviation industry, Meng still uses “innovative and transformative” to describe her current status. Just like the continuous innovation and transformations that Beijing FASCO is undergoing, Meng and her team are also developing extensive cooperation with Chinese civil aviation entities in the field of training, consulting and talent recommendation, extending the characteristics of Beijing FASCO “internationalization, civil aviation and human resource” in the further way.

As a working mom, Meng keeps improving herself, not only for her own sake but for that of her daughter Nicole as well. Nicole is 8 years old. Meng treats her as a friend rather than a child. “When children ask for help or make mistakes, always listen first”. Being a “tiger mom” may have worked in the past but being a friend can help the child form an independent personality. “Mothering is all about learning,” she said. Meng is always happy to learn and explore ways to bond with Nicole.

Joining outdoor activities is an effective method to guide Nicole to explore the world. This April, Meng just took Nicole to a charitable tree planting event, which is a yearly corporate social responsibility program hosted by Beijing FASCO. They got up early, dug, planted and watered a tree together. Kids were inspired and painted on the spot. A seed of loving and respecting for life is growing in Nicole’s heart.

Traveling is another good way to bond. Meng arranges family trips every vacation. This guidance serves not only to broaden her horizons but also to teach Nicole to understand the world independently and form a healthy view of life. Nicole in return feels she can communicate with her mom freely, and Meng has been surprised many times by the little girl’s good memory and new opinions about their trips.

Self-reliant and self-confident as Zhao Meng, women working in the aviation industry are devoting themselves with outstanding ability and excellent qualities.
Helen Huang, General Manager of China at El Al Israel Airlines, and mother of a 13-year-old middle school girl, obviously needs more than 24 hours a day. Like career women in other businesses, her life is always filled with challenges and difficulties, particularly when she finds herself in an industry where an unforeseen event could occur at any time.

Israel’s national carrier and national culture have had a great impact on Helen’s working habits during her 19 years with El Al Israel Airlines. In charge of the airline’s commercial development in China and operations at the Beijing station, Helen says her team has benefited a lot from the mindset of sharing another person’s feelings and emotions as if they were their own.

“Always have empathy for others, even your competitors,” she says. It helps in relationships with clients and customers. For example, even if there is a misperception that Israel is an unsafe travel destination in the Chinese market, travel agencies are still willing to support the airline’s operations.

With good relationships in the industry, Helen has also been actively involved in facilitating communication and enhancing cooperation in the aviation field between China and the world. She was invited as a featured speaker at the 35th anniversary celebration of FASCO in 2017, sharing experience and achievements of El Al Israel Airlines with domestic peers who responded with high praise and positive feedback.

Even compared with the position of general manager, “mother” is the hardest job in the world, as Helen sees it. “With work experience and a sound interpersonal network, it’s not difficult to deal with knotty circumstances in business, as you know what to expect. But as a mother, there is no experience or rules to follow.” Even the advice from her own mother can’t be copied indiscriminately, since child education is on a “case-by-case basis”.

Deeply influenced by the Israeli and Jewish cultures, Helen strongly recognizes the need to help her daughter build an independent mind, as shown by her decision to send her unaccompanied to a summer camp in Israel this coming summer. “The Israeli kids have very active minds, which is closely related to home education and cultural atmosphere. Playing outside with local children may help her be more brave and open-minded,” says Helen. Bitter and sweet always combine well. In Helen’s view, it’s of prime importance to sit down and take time to communicate with her child, be it for good news or hardships. In turns, the sensible child appreciates her hard work. Last Mother’s Day, Helen received a handwritten letter with gratitude and love written all over it.

As a working mother, Helen still tries to get a little bit of “me time”. As a female intellectual, she spends most of her leisure time reading. Even on days heavily tied up in work, there will still be 20-minute reading time. In Helen’s youth, novels with an intricate plot arouse her interest the most. Now she is more inclined to read history. After all, “histories make men wise”.

“Never give up studying and reading, and travel more”, says Helen, a habit she practices and recommends to her daughter and more young ladies.
One day, as I was reviewing my wedding videos, I noticed my mom standing in the corner, watching her busy daughter putting her makeup on and changing into her wedding gown. Her gaze caught by the camera made me burst into tears. I'm the leading lady in the story of her life.

"You're even more of a leading lady in my life." This is the feeling that I wished to convey to her during our photoshoot. For the shoot, I especially selected a scarlet formal dress and a snow-white wedding gown for her. When I showed her the album and asked her whether she liked it or not, the always self-restrained Capricorn responded via WeChat with "Yes, I do".

- Holly Wang

I have always been restrained in expressing my feelings, so much so that I haven’t even said “I loved you” over the years. In the past, when I felt stressed at work, I often quarreled with you, but you always dealt with me calmly. If I could go back, I wouldn’t bring my emotions at work home with me. Instead, I would just be your obedient boy, sitting next to you and listening to you quietly. Actually, I wish I could be more talkative when I’m around you, but I just don’t know what to talk about, and besides, just sitting at home and listening to you chattering without stop makes me happy and puts me at ease. I care for nothing but your health and happiness. Mom, Happy Mother’s Day!

- Frank Wang, Beijing FASCO

This year, my mother will be 66 years old. According to the Chinese tradition, a mother should eat 66 small dumplings made by her daughter on the sixth day of the first month of the lunar calendar. Since I don’t know how to make dumplings, I took her to get photos taken with me for the first time. We chose “The 7th Day Photo Studio” near our home. At first, she refused to go because of the high prices, but when we saw the photos, both of us knew we had made the right decision!

It is now my turn to focus on my mom’s changes with age, the way she did for me when I was young. From this year on, I’ll be taking photos with my mom every year!

- Rose Wang

This lovely photo was taken when I was 6 years old. It was not only the first time that I saw the Great Wall but also the first time that I left my hometown. This photo feels like it was taken both a lifetime ago and yesterday. My mom took me to so many places during my childhood, which might have helped turn me into a person who loves traveling and stays curious. Looking back, a big part of me was supported by my mom. As a grown-up now, it is my turn to accompany her to discover interesting places. On this special day, I want to say I love you, Mom. I feel so blessed and fortunate to be your daughter and I wish you a very happy Mother’s Day.

- By Wang Jingli

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- Max Xu, Beijing FASCO

I’ve been busy working and building my own life. Yet, whenever this time, I’ve always felt the care and love from you and Dad. The other day, my sister and I celebrated your 63-year-old birthday. We cooked a few dishes, enjoyed birthday cake, and took a family photo. Whenever we get together, you always tell me to sleep early and eat healthy. You always give a like to the things I post on WeChat and ask me what they mean. I know this is your way of expressing love and finding out if I’m happy. I’m 30 years old and I only wish you good health and happy life. Happy mother’s day, Mom!

- Max Xu, Beijing FASCO

As an expectant mother, whenever I feel the baby move, my longing for you is inescapable, just like the pollen that fills the air in the spring. It’s a longing no simple phone call with you can rectify. My dear Mom, I’ve finally come to understand how much you have sacrificed as a mother. It shows not only in the wrinkles that time has left at the corners of your eyes, but also in the selfless love you’ve given us. My beloved Mom, we must all be well and happy! Happy Mother’s Day!

- Rachel Liu, Beijing FASCO

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- Max Xu, Beijing FASCO

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As an expectant mother, whenever I feel the baby move, my longing for you is inescapable, just like the pollen that fills the air in the spring. It’s a longing no simple phone call with you can rectify. My dear Mom, I’ve finally come to understand how much you have sacrificed as a mother. It shows not only in the wrinkles that time has left at the corners of your eyes, but also in the selfless love you’ve given us. My beloved Mom, we must all be well and happy! Happy Mother’s Day!

- Rachel Liu, Beijing FASCO

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Dao Jiang Hu

Dao Jiang Hu officially opened in December after a four-month pop-up trial on Donghu Road. More than a restaurant, Dao Jiang Hu is a true secret gem that is reminiscent of a retro, funky, warm living home, and Singapore owner Betty Ng loves to welcome like-minded guests to share sweet moments with simple joy and laughter on a daily basis.

The name Dao Jiang Hu is a Shanghainese colloquial term meaning to “mess around or jokingly stir up gossip.”

The interior has a contemporary, playful ambiance with a Chinese retro touch, while a stunning Chinoiserie wallpaper, specially designed in Rome, adorns the walls. The modern Chinese menu was created by Ng, who has been constantly perfecting her culinary techniques and creative ideas over the years. It features an array of beloved Chinese classics such as Dongpo Pork, Beggar’s Chicken from Hangzhou, Mapo Tofu from Sichuan and local classic Shanghainese scallion oil noodles. However, Ng updates these classics to make them more appealing to both locals and foreigners. It’s hard to pick my favorite dish at Dao Jiang Hu because every plate has a unique taste with a fun presentation.

Each element, from the tableware to the flower arrangement and crafted Chinese cocktails, is carefully considered as part of the experience and contributes to a well-spent evening.

Explore the Shanghai Food Scene

Scooping out the Shanghai food scene can be daunting at first, but don’t fret, we’ve got insider tips for you. If you want to elevate your Shanghai experience with good Chinese food—immerse yourself in the city’s very best, tastiest, and most chic.

Address: 3/F, 50 Tai’an Road

The Er

The Er is the only Chinese restaurant at Columbia Circle, the lifestyle complex tucked inside Panyu Road, where real estate developers and architects built beautiful garden houses during the city’s treaty-port days. It boasts 30 seats indoors and a dozen seats outside, next to the pool. The exposed walls reflect a historic link to a glamorous past, yet the sleek, minimalist furniture gives off a modern and soothing vibe.

The staff professionally introduce the menu and highlight recommended dishes for visitors to try. The Er kitchen took a refined approach to local specialties. The menu is full of dishes you wouldn’t dare to try without some inspired guidance.

We ordered eight dishes to share between the four of us, and most of them received praises. Shanghai-style Crispy Swamp Eel was perfectly done with its crispy, crunchy textures and balanced sweet and sour tastes. Highly recommended is the Steamed Mud Crab with Huadiao wine. Huadiao wine lifted the dish to a whole new level of deliciousness.

During my dinner, the most impressive part was the service. The staff professionally changed our plates and poured wine without any of us noticing. Our group all agreed Er provided a Michelin-star service.

Address: Unit 103, Bldg 6, 1262 Yan’an Rd W.
Hakkasan

Despite the illustrious Bund 18’s age, the atmosphere of Hakkasan Shanghai is far from the old world. It has a vibrant sense of freshness that is captured every Wednesday evening.

The establishment has introduced “Hakkatini Nights” every Wednesday from 7pm till late, offering an evening of urban sophistication, stunning views, and exceptional mixology.

My recent Wednesday night began at the bar counter with a Pacific Sour, priced at 48 yuan instead of the usual 90 yuan. Served alongside a complimentary shelf of petit fours and canapés sent from the kitchen, the relaxed mood had been set for the evening.

I continued my Hakkasan journey into the dining room. Hakkasan Shanghai recently welcomed a new executive chef, Jeff Tan Kah Keong. The Malaysian native learned authentic Cantonese cuisine from chefs that hailed from Hong Kong, then spent seven years honing his skills at the Mandarin Oriental in Kuala Lumpur.

Hakkasan Shanghai clearly remains as inspired and committed as ever, right from its signature crispy Peking duck with imperial caviar. I was blown away by this exceptional creation based on the classic recipe.

The steamed Chilean sea bass with crispy buttermilk pushed the boundaries of culinary innovation. The qualified sommelier also expertly assisted with our wine selection for an ultimate dinner.

Address: 5/F, Bund 18, 18 Zhongshan Road E1

Jin Hua

Restaurateur Daliah Spiegel closed Daliah and opened Jin Hua, swapping European fare for Yunnan cuisine in the process. The space retains its quirky spirit that encourages differences, subcultures, experimentations, and ambiguity.

“We want to create a safe environment, where people of all gender, color, belief or size can be themselves,” she said. “My friend Simon Moore designed the interior and a granny feminist tropical heaven was his mission. Moore recycled a lot of old furniture, giving the whole place a nostalgic touch.

“I met Niu Yun years ago and found her inspiring. I became a regular customer at her restaurant Slurp! & Pilipala. The more I ate Yunnan food, the more I got intrigued by the fresh ingredients — the mix of chilies, fresh herbs, and pickles. So one day, I sent the team a message asking if we should collaborate, and a new adventure began.”

The Dai minority “eat with your fingers” banquet is a unique dining experience. It allows you to explore the textures and mix of flavors.

“In the banquet, we serve wild mushroom rice together with a mint salad, traditional Yunnan cheese with rose jam and Dai minority BBQ chicken or mushroom stew,” she said.

The menu also focuses on Yunnan vegetables. I also liked the passion fruit fish soup that featured a spicy sour taste and the Yunnan sour and spicy rice noodle bowl with sautéed minced pork, carrots, greens, and peanut.

Address: 408 Shaanxi Road N.
SUMMER LOVELY BLUSH MAKE-UP

Colorful makeup is the most suitable for summer. For the upcoming summer time, add a little vitality to your life with a fruity makeup.

Even in the summer time, you can’t neglect yourself. Although a complex make-up makes people feel great, a simple blush has the advantage of not causing a heavy burden on the skin. And even if it wears off, putting it on again is very convenient.

FRUITY MAKEUP

Colorful makeup is the most suitable for summer. For the upcoming summer time, add a little vitality to your life with a fruity makeup.
Ernst Allbright, a former POW, comes home from the Vietnam war, a changed and volatile man. When he loses yet another job, he makes an impulsive decision: he will move his family north, to Alaska, where they will live off the grid in America’s last true frontier.

Thirteen-year-old Leni, a girl coming of age in a tumultuous time, caught in the riptide of her parents’ passionate, stormy relationship, dares to hope that a new land will lead to a better future for her family. She is desperate for a place to belong. Her mother, Cora, will do anything and go anywhere for the man she loves, even if it means following him into the unknown.

At first, Alaska seems to be the answer to their prayers. In a wild, remote corner of the state, they find a fiercely independent community of strong men and even stronger women. The long, sunlit days and the generosity of the locals make up for the Allbrights’ lack of preparation and dwindling resources.

But as winter approaches and darkness descends on Alaska, Ernst’s fragile mental state deteriorates and the family begins to fracture. Soon the perils outside pale in comparison to threats from within. In their small cabin, covered in snow, blanketed eight hours of night, Leni and her mother learn the terrible truth: they are on their own. In the wild, there is no one to save them but themselves.

In this unforgettable portrait of human frailty and resilience, Kristin Hannah reveals the indomitable character of the modern American pioneer and the spirit of a vanishing Alaska—a place of incomparable beauty and danger.

Meredith May recalls the first time a honey bee crawled on her arm. She was five years old, her parents had recently split and suddenly she found herself in the care of her grandfather, an eccentric beekeeper who made honey in a rusty old military bus in the yard. Their first close encounter was at once terrifying and exhilarating for May, and in that moment she discovered that everything she needed to know about life and family was right before her eyes, in the secret world of bees.

In an unnamed city, middle sister stands out for the wrong reasons. She reads while walking, for one. And she has been taking French night classes downtown. So when a local para-military known as the milkman begins pursuing her, she suddenly becomes “interesting,” the last thing she ever wanted to be. Despite middle sister’s attempts to avoid him — and to keep her mother from finding out about her maybe-boyfriend—rumors spread and the threat of violence lingers. Milkman is a story of the way inaction can have enormous repercussions, in a time when the wrongflag, wrong religion, or even a sunset can be subversive.

Casey Lindeweiler returns home to Allentown, Pennsylvania after inheriting the failing radio station WTYT 960 from his father. Uncertain of what to do, Casey pulls out one of the oldest tricks in radio, the wacky contest. His grand idea is to host a billboard sitting contest where four people will live on a carwalk, in front of a billboard and whoever stays up there the longest will win a mobile home and “nine-sixty” thousand dollars. However, he has to worry about his competition, the local authorites, the media’s interpretation of his contest, and mother nature.

Holt was once a circus star, but he went off to war and when he returned it had terribly altered him. Circus owner Max Medici (Danny DeVito) hires him to take care of Dumbo, a newborn elephant whose oversized ears make him the laughing stock of the struggling circus troupe. But when Holt’s children discover that Dumbo can fly, silver-tongued entrepreneur V.A. Vandevere (Michael Keaton) and aerial artist Colette Marchant (Eva Green) swoop in to make the little elephant a star.

**The Great Alone**
by Kristin Hannah

**The Honey Bus**
by Meredith May

**Milkman**
by Anna Burns

**Billboard**

**The Great Alone**

**The Vanishing**

**Dumbo**

**The Honey Bus**

**Milkman**

**Billboard**

**The Vanishing**

**Dumbo**

**The Great Alone**

**The Honey Bus**

**Milkman**

**Billboard**

**The Vanishing**

**Dumbo**
There was a time when “Made in China” was largely associated with mass-produced goods of mediocre quality. But a new generation of China-based designers and entrepreneurs have been looking to change all that, armed with degrees from top design schools and a passion to translate their rich heritage afresh. They have been gradually reshaping the country’s fashion scene and are now taking their concepts to other markets beyond China.

**CRUSH COLLECTION**

A sense of lightness and refreshing urban attitude is most definitely in the air at CRUSH Collection, founded in 2009 by Vivian Chang.

“I named my brand ‘CRUSH’ because I had a crush on cashmere,” she said. “I found the market potential for this particular, premium natural fabric a decade ago, as there was a dearth of modern chic cashmere clothing.”

The brand’s DNA is deeply rooted in Chang’s own experiences – the laid-back West Coast attitude of The US, the minimal aesthetics of the Nordics, and the energy of a global metropolis like Shanghai.

Cashmere delivers a warm rush of desire and affection that Chang firmly believes every woman needs.

CRUSH Collection has been synonymous with elegance, innovation, and the sustainable craftsmanship of cashmere and fine fabrics. “Since the beginning, we have been emphasizing the brand’s core ethos – healthy and natural living. Only the purest natural materials and fibers are used whenever possible,” she said.

The first spring summer collection launched in 2018 and was made with super fine silk and high twisted cotton with a metallic twist from a Japanese eco-friendly yarn manufacturer.

Comfort is high on their priority list.

No woman can resist a fine piece of cashmere that is sumptuous to the touch, warm to the heart. “Women who love CRUSH are normally warm-hearted. This says it all.”
Helen Lee’s name has become synonymous with Shanghai fashion in the past 15 years, as one of the earliest homegrown independent designers. She describes her company as a contemporary designer brand proud to introduce Chinese fashion to the world, a statement of stylish independence for every woman.

The designer’s success and growth are shown once again in her latest fall-winter collection “Jungle Folk.”

The collection revived 80s glam flourishes through the essence of the wild — vibrant colors, extracted from the jungle, are woven into different materials and patterns. The designer has always been driven by craftsmanship and detail. This year, she takes it to another level with a number of vintage-inspired creations. A long cardigan in emerald crushed velvet, embroidered, hand-beaded, and trimmed with custom weaves, shows off the brand’s ability for luxurious high-end execution. More effortless pieces are also available, like silk satin pants drenched in leopard prints and a front-gathered velvet sheath draped around the body in brick red. Helen offers not only a strong statement for women’s power but also a poetic world for breathtaking feminine beauty.

Bold colors are apparent throughout this collection. The collection’s launch was held in a brand-new way instead of a usual runway. Helen personally designed and executed a fabulous jungle display, with a grazing style buffet offering seasonal ingredients and live music. It was an intimate and sensual new world where the senses of all were stimulated and finally harmonized into an immersive “Jungle Folk” experience.

By Fang is a name to watch out for. The founder and creative mind behind the label looks for a bigger market and wider audience beyond fashion, as reflected by her collaboration with Tai Ping Carpets, to be launched in August 2019.

She will collaborate with Tai Ping on designing a series of eight carpets and is proud to be the first mainland Chinese designer selected by the luxurious carpet brand for a collaboration.

Inspired by Shanghai’s creative energy, she returned to her birthplace in 2013 after studying in Paris to establish By Fang, with a key theme of craftsmanship, fusing unexpected elements and fabrics to mesmerizing effect.

Her latest fall-winter 2019 collection “Origin” made its debut at the Maison of by Fang. It unveils a stunning association of ethnically inspired wool fabrics, Africa layered silk prints and black-and-white hand-weaved ornaments are fused in a daring red-orange-purple color palette.
Weili Zheng

Born in Zhejiang, China and raised in Bologna, Italy, Weili Zheng made her name in Italy and brought a carefree spirit with a lively intelligence to her collections.

Drawn to sportswear, tailoring, street archetypes, and creations now fixed in the universal imagery of couture, Weili produced a synthesis starting from her vision and her personal and professional history.

The fall-winter 2019 collection “Revolutionary Bourgeois” is inspired by an imaginary 70s bon ton belief – institutional parties, destructured etiquette, imaginative Decalogue, controversial and destroyed.

The Weili Zheng woman has an aristocratic face, a bourgeois soul and a revolutionary instinct.

The designer, who spent most of her years in Italy, often includes Oriental flair and fantasy in her collections, such as dragon motifs on the back of a bomber jacket or phenix embroideries in bold colors on the back of a shirt. Her daring and enchanting expression of China integrated into her designs have been appreciated by many European bloggers and actresses.

Immerse Yourself in The Sukhothai Shanghai’s Superb Design

The Sukhothai Shanghai is designed to appeal to the modern traveler whose expectations revolve around their own lifestyle — contemporary, cool, effortless, comfortable.

It marks The Sukhothai Hotels & Resorts of HKR International’s first foray into mainland China’s hospitality scene, with an exquisite design work by the internationally acclaimed Neri&Hu Design and Research Office.

Modern and creative, simple and unpretentious, the property offers a sense that everyone who visits a Sukhothai space has the freedom to build their own scene. Different function areas are connected with a seamless flow, unlike a typical hotel space design.

The ground floor shows a social place where good things happen, where people feel welcome and at ease through sophisticated design and attentive hospitality to surprise and inspire.

Emphasizing originality, simplicity, and functionality, the hotel’s distinctive design features an alluring collection of materials and textures such as natural stones, fine woods, delicate silk and polished brass, a well-balanced yet stylish color scheme, and carefully-designed details, while incorporating a series of sustainable practices in architectural design and material selection to reduce the environmental impact. A curated selection of artworks by local and international artists, including two large-scale interactive installations by Japanese digital art collective teamLab are displayed, giving off a cool vibe.

The 170 tastefully-designed guest rooms and 31 residential-style suites, with a surface ranging from 44 to 172 squaremeters, are equally chic and comfortable, featuring bespoke furnishings and soothing neutral hues designed to pamper and entice guests to linger. The one-of-a-kind room interiors are among the largest in the city.

The hotel is also an ever-evolving hub of lifestyle activities where artists, architects, designers, and businessmen continually gather at the vibrant and eclectic dining and drinking venues, from the all-day-dining restaurant Urban Café to the urban Italian restaurant La Scala, the relaxing Urban Lounge, the Zuk Bar for simple Nordic cuisine and artisanal cocktails, and the modern café Beans & Grapes. Each venue offers something different yet authentic for the discerning travelers and locals.

Wellness

The health and wellness facilities include a 198-square-meter Fitness Studio, complete with state-of-the-art equipment and a separate studio for yoga, pilates, and group exercises. Guests can also take advantage of the 25-meter heated indoor pool, sauna and steam room. The Retreat is the highlight – a serene spa offering a range of Southeast Asian spa therapies and signature wellness programs.

Guest Rooms and Suites

The guest rooms and suites are a beautiful expression of warmth, with a cool edge of sophistication. To ensure modern-day comfort, each room is installed with a spacious bathroom, amenities from Australian organic brand Grown Alchemist, a 55" or 65" high-definition television featuring a Sonos sound bar, and on-demand access to an array of media and entertainment content through IPTV and satellite TV. Thoughtful extras including advanced in-room control technology with an intuitive interface, wireless high-speed internet connection, and in-room refreshment and wine bar complete the exquisite and inviting spaces.

Highlights

Immerse Yourself in The Sukhothai Shanghai’s Superb Design

Text Patsy Yang

Patsy Yang

GUEST ROOMS AND SUITES

Wellness

Highlights
MODERN SPACES & SMART MEETINGS

Featuring a total of 1,604 square meters of meeting space, Conrad Hangzhou is an ideal venue for weddings, business meetings and other social gatherings. The stunning pillar-less Grand Ballroom, measuring 800 square meters, can accommodate up to 650 guests in a theatre setting. The eight flexible meeting rooms are equipped with advanced audio-visual and technical facilities, and beautiful views over the bustling city.

EXCEPTIONAL DINING

Conrad Hangzhou offers exceptional dining experiences through its three restaurants and lobby lounge featuring inspired settings, diverse menus and panoramic views of the city. Traditional meets modern at Li’s An restaurant, the tallest restaurant in Hangzhou that sits on 50th floor of the hotel, serving Chinese delicacies in a distinctive setting. Inspired by the weeping willows of the West Lake, Blue Willow is an upscale all-day bistro with live stations, a selection of pastries and elegant buffets. Uka is the hotel’s destination restaurant, providing guests a sensory food journey with its bar, sushi bar and Teppanyaki station, while also inviting them to a modern space to socialize, escape and celebrate. Luxurious tea lounge by day and elegant bar by night, JIN offers guests a place to relax and rejuvenate throughout the day.

HIGHLIGHTS

Conrad Hangzhou marks the entry of Conrad Hotels to the city of Hangzhou within the emerging Qianjiang CBD. Soaring over 50 stories, this stunning hotel comprises two distinct towers – a true landmark that’s visible from all over the city.

From shopping to recreation to cultural attractions, there’s so much to explore near Conrad Hangzhou. Just steps away are designer shops and high-end restaurants, and step into skates and coast onto the ice rink at Mixc Mall, just a 5-minute walk from front door.

The Qiantang River is also a 5-minute walk from the hotel, a beautiful place for a hike or run, with a light show set off along the riverbanks each evening. A visit to Hangzhou’s renowned West Lake scenery and Longjing tea plantations should be on every guest’s itinerary.

Hangzhou Theatre is in walking distance of hotel and the International Convention Centre just takes 13 minutes by taxi from the hotel. Hangzhou Xiaoshan Airport is a convenient 30 minutes drive.

Conrad Hangzhou boasts a sky lobby and 324 rooms and suites that are spacious, stylish and thoughtfully designed for the smart luxury traveller. Guests will find unique architecture, sleek interiors and inspired artwork at every turn, and the panoramic views from every guest room invite you to see Hangzhou from a unique vantage.

Conrad Hotels’ Stunning Entry in Hangzhou

Jenny

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Ensuring Safety in the Winter

BCIA’s Endeavor to Build a Solid Safety System for De-icing

Experienced is beneficial when it comes to establishing a safety system. In the winter of 2018, Beijing Capital International Airport (BCIA) made great efforts to ensure the removal of snow from the airfield pavement and the defrosting of aircraft. De-icing and defrosting work requires careful thinking and planning, and Beijing Capital International Airport spared no effort to ensure safe and smooth operation during the colder months.

Beijing Capital International Airport has nearly 300 special de-icing vehicles and 5,000 tons of de-icing materials. Beyond the more than 1,000 special support personnel that must be trained, all flight crews that may fly to the airport must undergo several hours of online training in order to learn the necessary knowledge and skills.

Making the De-icing Process “Mobile”

On February 14th, passenger traffic hit a peak, and Beijing Capital International Airport was confronted with its first heavy snowfall of the winter. The ground and aircraft were covered with snow and ice, making de-icing all the more arduous. However, with careful preparation, proper organization and the perfect cooperation of various supporting units, 653 flights were able to take off safely, and more than 400 aircraft were defrosted throughout the day. No flights were delayed more than 2 hours.

Idle speed de-icing at Beijing Capital International Airport first started in the winter of 2011. This
so-called idle speed de-icing is not in reference to the work being “slow”; it means that the airplane engines no longer need to be shut down after the plane is moved to the de-icing pad but can be kept running slowly (or idly), while the de-icing truck performs its task, thus saving time and manpower.

This requires very precise and meticulous cooperation. The first thing of note is the communication equipment. As there is no aircraft maintenance management personnel working earpieces on the aircraft to coordinate with, workers need to communicate with the crew through special VHF channels in the de-icing control room on-site. Also, de-icing trucks boasting superior performance and precise ground trajectories ensure that wake turbulence is avoided during the process to guarantee personnel safety. Finally, the crew must have excellent cooperation skills.

During the development of the idle speed de-icing process, Beijing Capital International Airport adopted a system of steady step-by-step advancements in its implementation. From small planes to larger aircraft, from domestic to international airlines, and from old/idle speed hybrid de-icing to full idle speed de-icing, the airport has gradually expanded its scope. This year, Beijing Capital International Airport successfully de-iced all planes with twin engines, including the Boeing 787 and Airbus A350. Using this process, de-icing a Boeing 737, from taxiing into the de-icing pad to lining up for takeoff after de-icing completion, requires only 20.8 minutes, 28% faster than the previous 28.7 minutes.

Making De-icing “Smart”

Multiple steps are needed in the traditional airplane de-icing process. Calculating the required runways and de-icing capacities, sequencing the release of aircraft, and de-icing the runways themselves are complex tasks. Beijing Capital International Airport conducted overall planning, refined the process, and independently developed the first aircraft de-icing command and dispatch system in China. The system features de-icing information visualization, smart command, and dispatch, as well as initiative risk avoidance. It only requires a team of five people, namely a de-icing pad distributor, a de-icing commander, a de-icing truck dispatcher, a de-icing truck driver, and a navigator. They are all equipped with a terminal for sending and receiving messages. First, it integrates the flight data of the A-CDM system, which can realize automatic calculations of de-icing capabilities. Second, it integrates the de-icing truck’s GPS positioning and stored de-icing fluid information to help the de-icing truck commander dispatch nearby de-icing trucks. Third, it accesses the aircraft position information identified by the ADS-B system to help the de-icing pad distributor optimize the allocation plan and increase efficiency.

As an online system, it increases communication efficiency, breaking down the data barriers between different positions. The status of de-icing devices and the aircraft de-icing process are presented in real time. Meanwhile, it solves safety issues. When the de-icing pad distributor assigns a wrong position, the system initiates an error prevention mechanism through means such as active prompting to avoid risks.

Making Pavement De-icing “Smart”

Taking into account the problems with old-fashioned heat-blowing trucks, the pavement de-icing system of Beijing Capital International Airport has undergone an evolution from using heat-blowing trucks to cold air-blowing trucks in recent years. After years of exploration, the Capital Airport has maximized the de-icing efficiency of these cold air-blowing trucks. Even so, to de-ice a single runway in this way, at least 40 minutes is still required. In addition, a cold air-blowing truck formation consists of 14 vehicles of various types. The maintenance of vehicles, the replenishment of required materials, the training of necessary personnel, and the scheduling of formations are all difficulties involved in pavement de-icing.

In order to solve the above-mentioned problems, Beijing Capital International Airport introduced a new type of domestically produced WP-7 heat-blowing truck. The introduction of the new snow blower made it possible to optimize the de-icing formation, reducing the number of special vehicles necessary and solving the issue of insufficient de-icing personnel. This allows for the de-icing time of a single runway to be cut by about 50% and reduces the risks faced by large formations of vehicles during transitions, further enhancing safety.

Beijing Capital International Airport always regards de-icing as a many-faceted problem, focusing on strengthening the driving forces of scientific and technological innovation. At the same time, the airport adopts management methods that cross organizational boundaries, providing effective organizational guarantees to build a solid de-icing safety system.
Q: How many doors does an airplane have?

Wu: Different airplane models have a different number of doors. In terms of types and functions, aircraft doors can be classified into cabin doors, emergency exits, freight doors, electrical doors, and so on.

Q: Why can’t seats in the exit rows be booked beforehand like other seats?

Wang: The cabin crew provides one-on-one training for passengers seated near the emergency exits on how to operate the exit doors. There are strict qualification requirements for passengers sitting beside the exits. For example, they should be at least 15 years of age and under 65 and should be capable of carrying out all responsibilities. Unqualified passengers are switched out by crew members. Those feeling unwell or unable to efficiently follow the guidelines or communicate with the crew will also have their seats changed because these passengers are responsible for assisting others during emergency evacuations. For the above reasons, such seats are usually unavailable for online or telephone reservations. If the seats are available during check-in, then the staff will select qualified passengers.

Q: What are the purposes of the other doors?

Wu: During passenger flights, apart from the doors used for boarding and for the kitchen, which normally remain open, there are emergency exits that are designed specifically for emergency situations. Such exits can guarantee the safety and rapid evacuation of passengers and crew members during forced landings. The doors are usually located at the front, middle, and rear of the cabin and are clearly marked with signs. They are installed with ropes and inflatable slides. When a forced landing is required, the emergency doors can be opened by pulling the handles in the appropriate position.

Wu: There are two reasons for this. On one hand, this is a tradition inherited from the shipping industry. In the era of early maritime transportation, steamers always hugged the shores with the left side to avoid wear on the rudders, which were usually installed to the right. That’s how the left side came to be known as the port side, and the right as the starboard side. Other ships, influenced by the rotational direction of their propellers, found it easier to approach the shore from the left rather than the right. This tradition was carried forward into the era of modern aviation. Many terms in use in the industry today come from maritime transportation.

On the other hand, this practice is also in accordance with the required standards of international civil aviation. Freight doors are usually designed on the right of the fuselage, which is the side that a variety of service vehicles generally operate from. Therefore, having passengers board from the port side can ensure the orderly proceeding of both passengers’ activities and ground services.
FLIGHT RILEY AS NEW AMENITY KITS TAKE UNITED AIRLINES PARTNERS WITH LUXURY SKINCARE LINE SUNDAY RILEY AS NEW AMENITY KITS TAKE FLIGHT

United Airlines customers now have an opportunity to experience Sunday Riley products made exclusively for the global traveler with the upcoming roll-out of new amenity kits featuring what is frequently described as a cult beauty brand. This new collection began its roll-out in April on board and in United Polaris lounges and a cult beauty brand. This new collection began its roll-out in April on board and in United Polaris lounges and United Club locations with shower facilities. United offers three cabin-specific amenity kits featuring Sunday Riley products in United Polaris business class, United premium plus, and United premium transcontinental. Combined with airline’s industry-leading physical capabilities and capacity.

GETAWAY AT HYATT REGENCY SHENZHEN AIRPORT

Inspired by Shenzhen’s local culture and the history of this fast-developing city, Hyatt Regency Shenzhen Airport is providing a true experience with one-stop services for guests on a journey to relax and rejuvenate. Just an indoor pathway away from the airport, the hotel enjoys beautiful scenery - the vast ocean and an endless stream of planes landing and taking off. Airplane lovers come here for their hobies, while Hyatt devotes come looking for the gourmet options they expect from the brand. Hyatt Regency Shenzhen Airport boasts 4 restaurants and bars serving a wide array of dishes and beverages and offering beautiful decor.

HAINAN AIRLINES’ BEIJING-OSLO FLIGHTS LAUNCH MAY 15

Hainan Airlines will launch a new non-stop service connect - ing Beijing and Oslo on May 15, 2019, flown by its Airbus A330- 300 aircraft. Flights will operate three times per week on Mondays, Wednesdays, and Fridays. All three weekly flights will depart Beijing at the same time at 1:30 a.m. and arrive in Oslo at 5:30 a.m. the same morning.

The return flights will depart Oslo at 2:30 p.m. on Mondays and Fridays and at 1:55 p.m. on Wednesdays, though all will arrive back in Beijing at 5:30 a.m. the following morning.

SOUTH AFRICAN TOURISM APPOINTS TOURISM IMAGE AMBASSADOR IN CHINA

South African Tourism launched the South African Tourism Sound Museum - Tourism Image Ambassador of South African Tourism China Region Honors Ceremony in Beijing, on March 16, 2019. South African Tourism took this opportunity to invite the media and the public to enjoy the sound of South Africa together. At the same event, the well-known Chinese actor and director Huang Bo was honored with the title of Tourism Image Ambassador of South African Tourism China Region. The Sound Museum displays a large number of sounds collected by Huang Bo while he traveled to South Africa, digitally building up a vivid image of South Africa, visually and aurally, and making visitors feel like they are stepping into the landscape there. For example, the sound of elephants chewing, of birds tweeting, of walking through woods, of ocean waves, and many others are brilliantly captured. Visitors can feel and be in tune with the heartbeat of the rainbow nation.

ETHIHAD AIRWAYS LAUNCHES NEW FULLY-CUSTOMIZABLE ECONOMY EXPERIENCE

Etihad Airways has unveiled a major Economy transfor - mation program starting with the cabin upgrade and refurbishment of 21 narrow-body Airbus A320 and A321 aircraft. The retrofit program, which includes new personal - ized wireless streaming entertainment to smart- phone and tablet devices, is scheduled for completion in August this year. The airline is also introducing a new and improved Economy dining experience, along with the new developments at Arabian Travel Market. As part of the airline’s overall “Choose Well” brand plat - form, the campaign will drive greater awareness of Etihad’s commitment to providing its guests with greater control, choice, and value.

TURKISH AIRLINES MOVES TO ISTANBUL’S NEW AIRPORT

Turkish Airlines has concluded its gradual move to Istanbul’s new Airport that started following the official opening back on October 29, 2018. Turkish Airlines is now starting a new era at its new home, Istanbul Airport, which will be a new center for the global aviation sector.

During the transition process, which included bidding farewell to Ataturk Airport, home to Turkish Airlines throughout its 86 years of history, and moving to its new home base, Istanbul Airport, Turkish Airlines Chairman of the Board and the Executive Committee, M. İker Aycı said, “Currently the biggest airport project of the world, this enormous facility will be home of the resounding local and global growth of Turkish Airlines in the future while becoming the most important driv - ing force behind our growth with its state of the art physical capabilities and capacity.”