



By the late **1960s** the airline was flying its first jets...Boeing 727s.

By now the cold war was on and Alaska Airlines was making frequent charter flights to the Soviet Union.

This uniform was worn during the late '60s and early '70s.

They were part of what Alaska Airlines called "Golden Samovar Service".

Stewardesses served five course meals in first class, caviar appetizers, steaks cooked to order, Bolshoi Golden Troika, and more.





1950s Post WWII Skirt Suit

Drive-in diners were in, and so was the classic pillbox hat.

The airline industry was still regulated, and Alaska Airlines was still only allowed to fly within the state of Alaska.

By the Early 1950s, after years of petitioning, we finally received government approval to expand our route system to the lower 48.

Alaska Airlines greeted some of our first lower 48 passengers right here in Seattle wearing this 1950s uniform.



By the time 1977 rolled around, we said goodbye to hot pants and hello to John Travolta, Saturday Night Fever, and at the height of the disco era, bell bottoms were in style...both on the ground and up in the air.

1966 Golden Nugget/Gay Nineties

During the height of the airline's most elaborate fashion decade, the airline went full force with its Alaska gold rush theme.

Aircraft cabins were decorated to look like bars complete with red velvet décor and beer taps.

Passengers received golden coins as a keepsake, and they were greeted by flight attendants wearing these uniforms.

The long skirt and big were worn to greet passengers as they boarded the plane.

After the passengers were on board, flight attendants would take off the big hat and long skirt revealing a uniform that actually fit down the aisle.





In the 1970s Lava Lamps, the Brady Bunch, and shag carpets were in ... and so were hot pants.

Hot pants uniforms were worn by Alaska Airlines' flight attendants back in 1973.

Alaska Airlines was still a pretty small airline back then. In fact...the only city outside of the state of Alaska we flew to was Seattle.





Back in the 1940s Alaska Airlines' very first official flight attendants didn't really have a uniform.

Instead they were issued an arctic parka to be worn over their own ski pants...the perfect attire when flying to some of the most frigid areas of the world...up in the arctic.

This uniform is modeled after the Alaska Airlines' original arctic parka look from the 1940s. The uniform you see here was actually worn during the 1960s.

There were two versions...a gold parka for the summer...and a red parka for the winter.



During the 1980s the airline started serving Portland, California, and Mexico.

Ronald Regan was in the White House, Dallas and Miami Vice were on TV, and Alaska Airlines was growing by leaps and bounds.

Alaska acquired Jet America, an airline known for rather glamorous service, and welcomed Alaska's sister airline Horizon Air.

Some of the first uniforms worn at Alaska Airlines after Jet America was acquired.

The original Jet America uniform worn before Jet America became part of Alaska Airlines.





2000s flight attendant uniforms.
Hawaii destinations announced
in 2007.





SeaTac Flight Attendant Fashion Show on June 21, 2007, kicks off retro fashion showcase on flights and airports June 21, 2007 through June 30, 2007.