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# Airline: Style At 30,000 Feet (Mini)



## Synopsis

This fascinating book examines every aspect of airline style, from the company liveries and interior designs of planes to advertising, haute couture, and airborne haute cuisine. Divided into four sections covering fashion, food, interior design, and identity, *Airline* shows how airborne culture has changed since the 1920s. The book spans the conservative to the outrageous, from saris to hotpants, from Hugh Hefner's private jet to the huge Airbus A380. A wide selection of retro styles are illustrated with illuminating archive material and images of ephemera. *Airline* uncovers the style, image, and experience of the parallel universe that exists at 30,000 feet.

## Book Information

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## Customer Reviews

I simply HAD to purchase this book, I mean, that'd practically me in that Jean Luis uniform for UAL. I hated wearing the kepi (hat), but then, that's because it smooshed my poofy hairstyle. Its something, the book, that needs to be in my library, to hand down to my grandchild, if I ever get one. Nicely done of other airlines as well.

For those of us who have spent thousands of hours in and traveled millions of miles on airplanes (I've been to 90 countries on six continents), take a look at *Airline: Style at 30,000 Feet*. It will turn that permanent scowl of jaded airline travel back into a playful grin (at least for a while). It's fascinating to see where the various features we take for granted came from - drink carts, flight

attendant uniforms, airline company logos, the color schemes of the planes themselves. Fortunately, Lovegrove took an international perspective and not just a domestic (either UK or US) one. As I fly yet another cookie-cutter modern flight, its fun to consider what it used to be like...

Brilliant book! But I am biased as Keith Lovegrove lived next door to us in Bahrain in the '60's and he has included the design for the Iconic Gulf Air uniform (Beige Trouser suit with Middle Eastern style Head-scarf) that my mother (Joy Stokes) designed for the airline back in 1973. Apart from that it is a book that captures the time, colours and spirit of Aviation before the mass herding of people on flights. The photographs are superb and reflect the real service we used to get from airlines, compared to now. This is a book for any true aviation enthusiast, who identifies with style and culture of the world's airlines.

This is a coffee table book with a small size and soft cover. The photographs are excellent, and the text informative (if not exhaustively so). It takes you right back to the days when passenger flight was not an exercise in humiliation, frustration, and sustained discomfort...when passengers were customers and treated as if they were valued. Through presentation of fashion, it evokes whole eras of nostalgia, complete with music, manners, and morals. Reading it in this generation of airlines' economic failures, it's mind boggling to consider the decisions to invest in designer uniforms for "stewardesses," but it harks back to better days, when shareholders--like passengers--were more important than company executives, when branding was more glamorous. It's also an invitation to recent cultural and economic history for youngsters with fashion interest.

Now I know NEVER to buy a "mini" book EVER AGAIN! Can the print be any SMALLER (1/16") in this book? Who can read print that tiny? The pictures in the book are great and the video explaining why the book was written is great, but the print has to be larger in future editions.

Fascinating visual tour of the golden age of air travel, aka the "jet set" years. Organized by topic -- food, clothing, design -- this book gives a vivid peek into the styles of the 1950s, 1960s, and early 1970s before deregulation and soaring prices ended the party. Other reviews pointed out that the text is TINY, and I concur. It appears it was laid out to be a large format coffee table book, and this paperback is a reduced size version. But ... the images are the thing, and it's a visual book, so.... I enjoy leafing through this while Sinatra sings "Come Fly With Me" from my hi-fidelity sound system ... in Stereo-phonic sound. ;)

We got this for my mother-in-law who was a flight attendant for years and she thought it was great! Kind of wish they had it in a hard-back, cause it seems like it would be a great coffee table type book.

Loved the old photos of what they used to do. They are very careful not to have too many of what we do now - the comparison would make you never want to fly again. I thought the text rambled on a little too long about the uniforms and the food. The part about the logos definitely went on too long. I would have been interested to know what people used to pay for their flights, how many bags the planes allowed, what was the differences between economy and first class. How did the different classes come into being, some floor plans, cost of planes, that sort of thing. More trivia, I suppose. Still if you fly, it is a fun one night read.

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