



NEW UNIFORMS, NEW SERVICES, A BRAND NEW ALITALIA EXPERIENCE

Italy embodies beauty, warmth and passion. It is not just a geographical location or a strip of land on the world map: **it's a lifestyle**. Thanks to the best of our country, today we are ready to present our **completely renewed image** to the world.

Unmistakable style, elegance, love for art and discovery: this is what makes everything **"Made in Italy"** and Alitalia unique. Every single detail of the new Alitalia experience comes from the collaboration with great Italian brands who contributed with their skills, their care and their passion.

Discover everything that is behind our renewed travel experience.

Made of Style

After almost 20 years, Alitalia has revolutionized its uniforms. Redesigned by **Ettore Bilotta**, they bring together timeless class and contemporary glamour. Attention to detail, the finest materials and skilled craftsmanship from all over Italy have contributed to create the unmistakable style of the new uniforms, a true example of the best pret-a-porter.

Made of Creativity

The story of the new Alitalia experience could not be told by none other than two great talents of Italian creativity: **Federico Brugia**, director of audio-video works that range from the world of fashion to the world music, and **Pierpaolo Ferrari**, one of the most famous fashion photographers of our country, able to uniquely capture the beauty of Italy. Come and discover all that is behind our new campaign.



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