

BRANIFF INTERNATIONAL
BRANIFF AIRWAYS FOUNDATION
Press Release
February 23, 2021

BRANIFF AIRWAYS FOUNDATION RECEIVES HUMANITIES TEXAS NATIONAL ENDOWMENT FOR THE HUMANITIES GRANT FOR 747 CONCEPT CABIN PROJECT - Dallas-based Braniff Airways Foundation announces that the non-profit organization tasked with administering the corporate archives of Braniff Airways, Inc., has received a \$2000 USD grant from Humanities Texas for construction of its Braniff Boeing 747 Concept First Class Cabin Exhibit Project, according to Braniff Airways Foundation President Richard Ben Cass. The exhibit is scheduled to begin June 15, 2021.

The unique virtual and in-person exhibit, COVID-19 permitting, will feature a walk-through of Braniff's 1978 Boeing 747 cabin complete with a display of uniforms by Emilio Pucci and Halston. The cabin will then be transformed into a current-day design with updated luxury pod seating and new flight attendant uniforms that are unmistakably Braniff. Dubbed, "When You Got It – Flaunt It: The Revolutionary Fashion Designs of Braniff International", the exhibit will take more than six months to construct and will feature simple and easy installation and takedown at exhibit sites.

Brief description: Audiences of all ages will be spellbound by Braniff Airways Foundation's upcoming exhibit, "When You Got It, Flaunt It: Braniff International's Revolutionary Fashion Designs." This exhibit will feature/display colorful, statement pieces by Emilio Pucci, along with stately, dignified styles conceived by Halston, commissioned by Braniff to be utilized as new crew member uniforms. Mainly, the impetus for the creation of these uniform collections (fashioned from 1965-1982)—which diverged from the traditional, military-inspired uniforms of the day—was Mary Wells Lawrence. She was a marketing trailblazer who developed the innovative campaign, "The End of the Plain Plane"; resulting in the overhaul of Braniff International and the aviation industry on the whole.

Emilio Pucci's collections for the airline (constructed from 1965-1975)—which constituted the first time a *haute couturier* contrived uniforms for an aviation company—were ground-breaking as they transformed mundane uniforms into salient displays of vibrancy and creativity. These signature outfits included iconic staples such as the "RainDome," a fishbowl shaped helmet reminiscent of a space/astronaut helmet. Notably, these designs were part of the "Air Strip," a collection of uniforms that featured a series of quick-changes which Braniff hostesses executed throughout a flight (changing up to six times during one trip). Watching the flight attendants metamorphize into different characters was engaging and entertaining to passengers; distinguishing Braniff from its drab competitors. Halston produced a later collection for Braniff (in their employ from 1976-1982), which reflected the subdued, more conservative style of the late 1970s and early 1980s. The designs were less ostentatious, more refined, and captured the culture/styles of their time.

The whimsical Pucci fashions of the 1960s to 1970s boast psychedelic patterns, and layers of captivating clothing articles that elicit awe in viewers of all ages, even to this day. For instance, a single video featuring these designs and “The Air Strip” garnered more than 200,000 views on social media and 50,000 likes in under one week, with the predominant demographic of viewers being those ages 18 to 24. For aviation pundits, the exhibit will allow them to intimately assay these designs. And, for those who are less familiar with the collections, fascination and curiosity will be evoked. “Halston-nettes” and other devotees of the legendary American designers highlighted in this display will be in attendance. Likewise, many viewers will become nostalgic when reflecting on these vintage designs; reflecting on flying on Braniff and/or shuttling them back to the ‘60s, ‘70s, and early ‘80s.

The exhibit’s primary goals are:

- 1) paying homage to two transformative designers, Pucci and Halston, as well as advertising tycoon, Mary Wells Lawrence and Braniff’s Chairman Harding Lawrence who had the foresight to approve such a bold program for an airline.
- 2) generating an immersive experience; inviting viewers to envision flying during the “Golden Age of Flight.” Will include plane interiors (seats, overhead bins, reading lights, windows etc.) and television screens with images of skies/clouds drifting by.
- 3) evaluating the long-term impact of these collections and Braniff’s marketing campaigns, while also typifying how the airline altered the way air travel was perceived and conducted.
- 4) exploring how art transforms industries and how artists are influenced by technology and culture.
- 5) inspiring and enlightening viewers of all ages, education-levels, and socioeconomic backgrounds; prompting an appreciation for history, art, fashion, aviation, and more. Providing an avenue for escapism/engaging viewers during a tumultuous, tenuous period (due to Covid-19).
- 6) examining how Dallas, Texas-based Braniff impacted the city and state’s history.
- 7) using this exhibit to further champion and upsurge preservation efforts/support for Braniff, while also educating a new generation.

The exhibit will be widely accessible, with availability online. Particularly in the era of Covid-19, the Foundation strives to provide an immersive, engaging experience available on multiple platforms. Pucci’s designs, specifically, can transport the viewer to another realm: one filled with effusiveness and verve; what an avenue to escape the tenuous, tumultuous epoch that humanity finds itself in.

With Boeing 747 First Class Seating Units, including overhead bins, carpeting, working lights, and air conditioning panels (requiring simple, 110C outlets), the exhibit will be an immersive experience; enabling viewers to experience what flying Braniff would've been like. The simplicity of this entire design is that there will only be 9 modules placed on wheels for easy assembly and movement. In addition, the exhibit can be easily converted to a traveling exhibit, if needed.

Mannequins, clad in the Pucci and Halston-designed uniforms, will line the aisles created by the assembly of the First Class passenger seating. Some overhead bins will be displayed open and will feature vintage Braniff in-flight pillows and wool blankets for added effect. The mannequins will be used for the static portion of the virtual exhibit. However, actual live models will be used to "operate" the cabin and create a fashion show of the uniform designs and eras. The fashion show will be MC'd and feature live descriptions of each uniform design. To ensure safety during the COVID-19 crisis this portion of the exhibit will be filmed separately with each model. Reupholstery of the First Class Seating Unit seats will be required because these items will be procured from a retired Delta Airlines Boeing 747.

Braniff's signature Light Brown Ultra Leather will be used to reupholster the seating. The creation of the interior will feature both current day styles and technology as well as vintage Braniff designs, which will give the viewer a glimpse of how Braniff might have presented its cabins to passengers today. The entire virtual exhibit will be explained and discussed both technically and historically by a MC. This actor will take the viewer on a flight from the beginning of the End of the Plain Plane era to what Braniff of today might have looked like in 2020. Set assistants will remove and add exhibit pieces as necessary and operate any necessary equipment behind the scenes of the exhibit. The actor will demonstrate the features of the 747 cabin as well as discuss each uniform and its historical significance.

ABOUT BRANIFF INTERNATIONAL

Braniff Airways, Inc, the former international airline is a leading global historic airline branding and marketing, online retail and historic airliner tour firm, which was originally formed in 1928. Braniff manages over 770 licensing agreements worldwide. The company today operates its lucrative Braniff Boutique Online Retail store that sells to 123 countries worldwide along with three brick and mortar stores. Braniff also administers its original Employee Airline Pass Program, which offers current and former employees discount travel on partner airlines and travel companies.

Braniff Airways also supports Braniff Airways Foundation, which is the official repository for Braniff's historical corporate and employee records, photographs and negatives and memorabilia. Over 20 million pages of Braniff corporate documents and 40,000 historical items are housed in the Foundation's Braniff International Heritage

Archives, which are housed at three locations in Dallas, Texas, with a new facility scheduled to open in Glen Rose, Texas, during 2021.

Braniff Airways, created an endowment at The University of Texas at Dallas to support Braniff's Public Relations Archives that have been housed in the University's History of Aviation Collection since February 1981. An additional endowment will be created to support Braniff International Heritage Archives, which will be placed at UTD in the future

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