

THE SINGAPORE GIRL

Singapore Airlines' customer service standards are symbolised by the gracious "Singapore Girl". In her distinctive uniform, a sarong kebaya in batik material designed by Parisian couturier Pierre Balmain, she epitomises Singapore Airlines' tradition of friendly service and Asian hospitality.

The Singapore Girl was created in 1972, when Singapore Airlines was formed following the division of the former Malaysia-Singapore Airlines into two carriers -- Malaysian Airline System and Singapore Airlines. She has been a leading figure in Singapore Airlines' international marketing and advertising campaigns ever since the Airline's creation.

A Global Icon

- The Singapore Girl is a global marketing icon, one of the airline industry's most instantly-recognised figures. This recognition factor gives the Airline a great advantage over its competitors.
- In 1993, a waxwork of the Singapore Girl was unveiled at Madame Tussaud's, the world-famous waxwork museum in London. It was the first commercial figure to be displayed at the museum. Madame Tussaud's said the figure was chosen "to reflect the ever-growing popularity of international travel" and in recognition of the 21st birthday of both Singapore Airlines and the Singapore Girl.

Rigorous Training

- On joining Singapore Airlines, Singapore Girls undergo 15 weeks of training, followed by a series of refresher and product-specific courses throughout their careers.
- Singapore Airlines cabin crew are well versed in all aspects of passenger management and service, as well as the special needs of the young, the aged and those with disabilities. They are also proficient in safety evacuation procedures.

- More than 80% of all Singapore Girls are either Singaporean or Malaysian. The rest are from countries including China, India, Indonesia, Japan, Korea, Taiwan and Hong Kong.

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