

## Press release



We have designed a new, modern and more stylish uniform, which will help customers recognise London Underground (LU) staff more easily

The new outfits are the first update of the uniform in over a decade and have been made with durability, sustainability and attention to detail in mind – celebrating the Tube’s heritage but introducing new staff clothing for the future.

We have made a concerted effort to involve LU staff at every step of the way via staff websites, workshops and ‘meet the designer’ sessions. This has ensured that, for the very first time, the uniform has been designed to truly reflect the diversity of London and the LU workforce; not only will staff have a choice of various mix and match options, but also a full range of the uniform has been specifically tailored for female staff.

The designs employ the famous LU logo or ‘Roundel’ – which is in the top 10 most recognised brand icons in the world - in several ways throughout the new uniform. The logo appears on pockets, jacket cuffs, is embroidered into the back of the uniform and even features on small zip pulls.

Phil Hufton, London Underground’s Chief Operating Officer, said: *“This new modern uniform has been developed hand in hand with our staff, and reflects both our heritage and our diversity. The new designs will help give our customers an even better service by making our staff even more recognisable to them. This is just one element of our work to modernise the Underground – from the way our customers are served, to contactless payment transforming the way people can pay for their travel, to the relentless improvements we are*

*making to stations, accessibility and the comfort, frequency and reliability of our services. Together these things are creating a network fit for the 24 hour 21st century city we serve.”*

Wayne Hemingway said: *“The development of the new uniform has challenged us all. It is vital that the new uniform does justice to one of the best transport systems in the world, in a city that is widely considered to be the most exciting in the world. The London Underground community have been a vocal lot during the design and development process and rightly so when it comes to something that they have to wear more for longer than anything else in their wardrobes.*

*Their welcome feedback has, we believe, resulted in a uniform that is fit for purpose, technological in its materials and will prove to be instantly recognisable to the public. The next few weeks will give us all a chance to refine these samples and deliver a uniform that really adds to a great brand, a great transport system and a great city.”*

LU Customer Service Assistant, Serge Ake, worked as an assistant project manager on the new uniform design. Speaking about the Fleecington, a completely new garment created from merging a Harrington jacket with a fleece, Serge commented: *“The red zip, collar and LU logo on the Fleecington make it very appealing and will easily be recognisable to customers. It’s one of the most popular parts of the new uniform with those who have seen it so far – lots of staff want to try it on.”*

For more information on Future Tube Improvements visit: [www.tfl.gov.uk/futuretube](http://www.tfl.gov.uk/futuretube)

TfL Press Office

0845 604 4141