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Fashion Models Turn Southwest Airlines Flight Into Runway In The Sky

MODELS SHOWCASE FALL FASHIONS AT 35,000 FEET TO CELEBRATE RENEWED PARTNERSHIP

DALLAS, Aug. 18, 2014 /PRNewswire/ -- More than 140 [Southwest Airlines](#) (NYSE: LUV) Customers are heading to The Magnificent Mile® in Chicago with spending money after fashion models put on a show on their flight at 35,000 feet. The "Runway in the Sky" kicks off a renewed partnership between Southwest Airlines and The Magnificent Mile Association. In addition to being longtime partners, Southwest Airlines is now the Official Airline of the Magnificent Mile, and it's celebrating with a truly unique experience--turning Flight 904 from New York (LaGuardia) to Chicago (Midway) into a fashion show in the air. Six Factor Models took to the aisle-turned-runway, showing off the latest fall fashions from Macy's at Water Tower Place on North Michigan Avenue. At the end of the fashion show, every Customer was surprised when fashion icon Carrie Lannon announced that everyone would be getting off the flight with a \$100 gift card to spend at a retailer on The Magnificent Mile.

"After years of working together to delight guests during our annual tree-lighting parade to kick off the holiday season, we are thrilled that this new partnership will bring unique value to visitors headed to The Magnificent Mile all year round," said John Chikow, President/CEO of The Magnificent Mile Association.

The Runway in the Sky kicks off The Magnificent Mile Shopping Festival™ presented by MasterCard®. The festival runs from August 22 through September 1, 2014. This year's festival even includes a weekend-long ShopFest on August 23-24 where North Michigan Avenue turns inside out, as retailers greet shoppers with "pop up" shopping displays and interactive experiences. As part of ShopFest, Southwest Airlines will present Andy Grammer live in concert at the John Hancock Center plaza (875 N. Michigan Avenue) at 1:00 p.m. on Saturday, August 23. The event is free and open to the public. It will be followed by a meet-and-greet with the singer-songwriter at Water Tower Place (835 N. Michigan Avenue) at 2:00 p.m.

"This partnership takes The Magnificent Mile and Southwest Airlines to new heights," said Teresa Laraba, Southwest Airlines Senior Vice President Customers. "We always want to provide a unique experience to our Customers whether at the airport, in the air, or at home."

To download broadcast quality video and high-resolution photos of today's Runway in the Sky, visit swamedia.com.

ABOUT THE FEATURED FASHION

The show started with a look at the jumpsuit -- especially popular this fall for day-to-night transitions. Topped with a flowing, printed, knee-length vest, the MICHAEL Michael Kors black knit sleeveless jumpsuit is casual and ready for a weekend outing. With the vest removed, and the addition of strappy heels and sparkling jewelry, the jumpsuit can transition to a night on the town.

Trendy jeans and a pop of color were part of casual looks for both men and women. For men, Diesel's black, button-front jeans and black leather jacket were paired with a bright red Diesel tee shirt. Women will be on trend this fall in patterned jeans like the snakeskin printed jeans from 7 For All Mankind and a fitted jean jacket from Free People. This ensemble was completed with a RACHEL Rachel Roy top in bright purple.

Business looks veered away from conservative and took on an edgy vibe. For women, the traditional black skirt suit was updated with a pleated, pleather skirt and a cream top with pleather beading, all from Calvin Klein. The men's look from I.N.C. for Men also showed a twist on the black business suit. While the black slacks were traditional, the textured black suit jacket provided a more contemporary look. With a white shirt, it was business-appropriate. But switch out the dress shirt for a trendy tee, and the look could go from office to after-work socializing.

The finale evening look was all about sparkle. A mini-dress in midnight blue from Adrianna Papell was simply elegant thanks to intricate beading on front and back. The midnight blue was a refreshing color variation for evening.

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also operates the largest fleet of Boeing aircraft in the world to serve 93 destinations in 40 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Some flights are operated by wholly owned subsidiary AirTran Airways. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees (fare difference may apply) when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at southwest.com or by phone at 800-I-FLY-SWA.

About The Magnificent Mile Shopping Festival™ presented by MasterCard®

The Magnificent Mile Shopping Festival™ presented by MasterCard® is an annual, district-wide celebration of The Magnificent Mile® shopping experience. This year's event is anchored by two major weekend experiences, including outdoor "Pop-up" shopping along North Michigan Avenue; the return of "A Magnificent Taste" featuring 18 popular and award-winning restaurants; and the premier of The Magnificent Mile Chicago Women's Half-

Marathon & 5K. Visitors can also look forward to in-store and private events from The Magnificent Mile® Association's membership, composed of more than 750 retailers, restaurants, hotels and attractions around the district. For more information, visit TheMagnificentMile.com or follow The Magnificent Mile on [Facebook](#), [Twitter](#), [Instagram](#) and [foursquare](#).

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