

BRANIFF AIRWAYS CELEBRATES THE END OF THE PLAIN PLANE 60TH ANNIVERSARY WITH NEW SHOW OCTOBER 4, 2025

Braniff International and Braniff Airways Foundation, will present a show to celebrate the Airline's revolutionary End of the Plain Plane Campaign

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END OF THE PLAIN PLANE 60TH
ANNIVERSARY WITH NEW SHOW

OCTOBER 4, 2025 – Dallas-based

Braniff Airways, dba Braniff

International and Braniff Airways

Foundation, will present a show to

celebrate the Airline's revolutionary

End of the Plain Plane Campaign,

which was debuted to the public on

November 6, 1965. The new event,

slated for October 4, 2025, will detail

how a major airline completely

changed how it was presented to the

public with colorfully painted jetliners and designer public contact employee uniforms, according to Braniff Airways Chief Operating Officer Collin L. Ice.



Braniff Airways Foundation Logo

Dubbed EOTPP 60th ANNIVERSARY SHOW AND HALL OF FAME INDUCTION CEREMONY, the presentation will include:

End of the Plain Plane Presentation – Ten Things you didn't know about EOTPP - with Henry Harteveltdt

Parade of Uniforms – Presentation of Maintenance and Customer Service Uniforms

Concorde Flight Attendant Group Interview with David Preziosi

Concorde Pilot Mr. Jerry White with
Henry Harteveltdt

Entertainment with Grace Hula
Dancers

Braniff Battle of the Bands Mr. Calvin
Stemley with Henry Harteveltdt

Remembrance of Don Maynard with
Braniff Pilots

Hall of Fame Induction Ceremony

Harding L. Lawrence Distinguished
Service Award Presentation

Event Details and Ticket Link:

Saturday, October 4, 2025

130PM

Frontiers of Flight Museum Auditorium

6911 Lemmon Avenue

Dallas Love Field

“

The new event details how a
major airline changed how it
was presented to the public
with colorfully painted
jetliners and designer public
contact employee uniforms”

Collin L. Ice, COO

Tickets on sale NOW!

CLICK THE LINK BELOW:

<https://lp.constantcontactpages.com/ev/reg/drdrzps/lp/b5f8f498-f091-4d4d-8f09-060ebb22b119>



End of the Plain Plane 60th Anniversary Official Logo

Advertising Mary Wells Lawrence, then with Braniff's new agency Jack Tinker and Partners, known as Tinkers Thinkers, and her group of new-era advertisers who guided the transformation of Braniff, which became known simply as Braniff International in April 1965. This marked the beginning of the EOTPP era and with that Braniff became the ultimate trendsetter that other

airline's attempted to emulate from both a visual and financial standpoint.

The focal point of the new look was the painting of all Braniff jet-powered aircraft (Jet-Powered Electra Jets were not painted in the new look until late 1966) in eight unique Solid Colors Schemes designed by noted New Mexico Architect and Herman Miller Designer Alexander "Sandro" Hayden Girard and further enhanced by Braniff's Maintenance and Engineering Department and advertising executive Mary Wells. Ms. Wells was Vice President of Braniff's new advertising think tank firm, which spearheaded the new Braniff campaign along with John Anderson, Charlie Moss, Richard Rich and Stewart Greene. Initially, seven colors were selected for application to Braniff's aircraft including Periwinkle Blue or Lavender, Beige, Orange, Sky Blue, Turquoise, Lemon Yellow, Dark Blue, and Ochre. However, Periwinkle Blue was replaced by Dark Blue in September 1965.



Braniff Pucci Girl with Alexander Girard
Braniff Foil Travel Posters

Throughout the 60th year, Braniff will present several exciting events and historical postings to its social media outlets. This includes a review of the Airline's internal corporate documents and executive meeting minutes that specifically dealt with EOTPP, also known internally as the New Look. A new public contact series of traveling shows dubbed The EOTPP 60th Anniversary Show will bring to life the exciting Braniff time with a full parade of uniforms fashion show.

ABOUT BRANIFF INTERNATIONAL

Braniff Airways, Incorporated, d/b/a Braniff International, the former international airline, is now a leading global historic airline branding and marketing, online retail, historic airliner tour firm and hotelier, which was originally formed in 1928. Braniff manages a portfolio of licensing agreements worldwide. The company operates its lucrative Braniff Boutique Online Retail store at www.braniffboutique.com that sells to 120 plus countries worldwide along with three brick and mortar stores.

Braniff also administers its original Employee/Retiree Airline Pass Benefits Program, which offers current and former employees discount travel on partner airlines and travel companies. The company operates an online travel booking site at www.flybraniff.com, which offers significant travel discounts at many Braniff International hotel and destinations worldwide.

Braniff Airways supports Braniff Airways Foundation, which is the official repository for Braniff's historical corporate and employee records, photographs and negatives and memorabilia. Over 100 million pages of Braniff corporate documents and 40,000 historical items are preserved in the Foundation's Braniff International Heritage Archives, which are housed at three locations in Dallas, Texas, and the company's records retention facility in Arkansas

Braniff Airways has created an endowment at The University of Texas at Dallas to support the Space Sciences Department. An additional endowment has been created to support the administration of Braniff International Heritage Archives.

For more information: www.braniffinternational.com

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