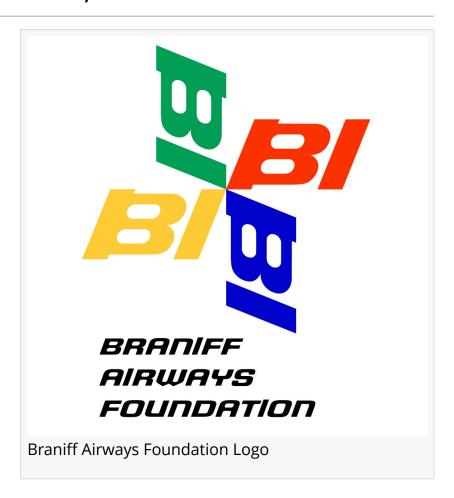


## BRANIFF AIRWAYS CELEBRATES THE END OF THE PLAIN PLANE 60TH ANNIVERSARY WITH NEW SHOW OCTOBER 4, 2025

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

DFW AIRPORT, TX, UNITED STATES, August 5, 2025 /EINPresswire.com/ --**BRANIFF** AIRWAYS CELEBRATES THE 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.

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 Harteveldt

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 Harteveldt

Entertainment with Grace Hula Dancers

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

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



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

6911 Lemmon Avenue Dallas Love Field

Tickets on sale NOW!

CLICK THE LINK BELOW:

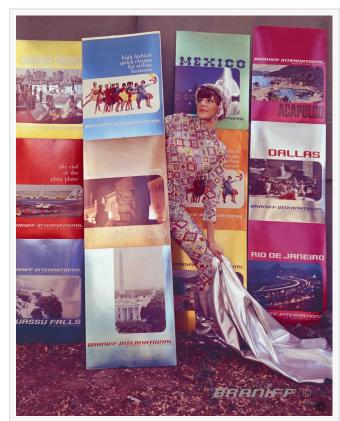
https://lp.constantcontactpages.com/ev/reg/drdrzps/lp/b5f8f498-f091-4d4d-8f09-060ebb22b119

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 <a href="https://www.braniffboutique.com">www.braniffboutique.com</a> 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 and online travel booking site at <a href="https://www.flybraniff.com">www.flybraniff.com</a>, 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

## Contact:

Jessica Martin
Braniff Airways, Incorporated
Braniff International
P. O. Box 610646
2200 Braniff Boulevard
DFW Airport, Texas 75261
Jessica.martin@braniffinternational.com
214-233-6473
www.braniffinternational.com
www.braniffboutique.com
www.flybraniff.com

Jessica Martin
Braniff Airways, Incorporated
+1 214-233-6473
email us here
Visit us on social media:
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