



New Look for UPS Drivers



1920s



1940s



1970s



2000s

Wide brim hat and baseball cap.

Reflective marks for increase visibility.

Micro-pique fabric wicks moisture

Easy access pockets



2019

From high-tech fabrics to new styles and cuts, UPS has introduced fresh, new styles to its lineup... not for today's high-fashion clientele, but for UPS's drivers. One of the world's most iconic corporate uniforms – a universal signal that a delivery is on its way – UPS's brown uniform has not seen a significant update since the 2000s, when drivers began wearing shorts.

For 112 years, UPS's "big brown" has met the needs of customers and drivers. In the 1940s, drivers delivering packages for high-end retailers wore bow-ties. Today, UPS's 125,000 drivers globally enter a new world, where technology and the pace of innovation dictate contemporary design.

#BrownsNewLOOK