



**POWDER PUFF
PILOT**

...for feminine flyers

New Company Caters to Feminine Flyers

November 11, 2008, Aurora, Colorado – An upstart Colorado-based web retailer has honed in on a selective target market – women pilots. Sue Hughes, a pilot herself, announced the opening of Powder Puff Pilot, which offers pilot gear for feminine flyers via wholesale and retail channels. Hughes aim is to attract women and girls to the thrills of aviation, help women pilots identify themselves with pride, and honor the courageous women pioneers who paved her way.

“Only 6% of pilots are women, so the vast majority of pilot gear is designed for men,” said Hughes, a flight instructor and aircraft owner based at Centennial Airport, just outside of Denver. “Nevertheless, there are almost 40,000 of us, and our numbers are growing every day.”

Though Hughes expects the bulk of her sales via the web, she is also placing merchandise with FBOs (fixed based operators – airport-based businesses) that carry pilot supplies. “I’m also going to bookstores at colleges that offer aviation courses,” said Hughes. “That’s where the next generation of pilots is coming from.”

Hughes founded the company shortly after one of her new flight students, an 8-year-old girl, asked if logbooks came in pink,” Hughes explained. “Of course not, logbooks are black, but it made me think ‘why not pink?’ Why can’t pilot gear be fun for women?”

In addition to a pink logbook, initial offerings of Powder Puff Pilot include a kneeboard, with flight plan forms, seat cushions, a plush vest, T’s, and polo shirts—all with a touch of pink, of course. With an eye to attracting more girls to aviation, Hughes designed a teddy bear—Claire Bear, the Powder Puff Pilot—clad in a helmet, goggles, and scarf. Claire Bear also stars in a series of children’s books that appeal to girls. “The first book, *The Pilot’s Alphabet*, and an accompanying activity workbook are available now, and the second will be out in a month or so,” said Hughes.