



Air stewardess cutouts popular with passengers and thieves

本尊像明星 空姐立牌超搶手

The cardboard cutouts of Taiwanese airline stewardesses are very popular with passengers and thieves alike.

Cardboard cutout stewardesses can usually be found at airports and major travel agencies. Travelers often take pictures with the cardboard cutouts and if they happen to see the stewardess on their flight, they get excited, as if they have spotted a celebrity.

Huang Shu-hsiang, a stewardess who posed for photographs for cardboard cutouts for TransAsia Airways with fellow stewardess Shen Pei-hong last year said that she felt shy in the beginning when customers would ask if she was the same person as in the cutouts, but now she is used to the attention and the curious looks, and sometimes even jokes with passengers about it.

30-year-old Huang sometimes changes her hairstyle and asks customers, "Do you think this is me?" She gets them to make a guess and if they guess right, she tells them, "You've got good eyesight." She has even been known to ask customers, "Who is prettier? Her or me?"

A lot of young travelers have asked to take photos with her and she says, "I feel happy when I hear our customers say that they want to take the photos away and show off to their friends."

Hsiao Ju-ping, 31, and Lin Yi-ching, 27, who featured in China Airlines cardboard cutouts, both have sweet smiles and have filmed advertisements with model Lin Chi-ling.

They have had a lot of exposure over the last three years and have been the subject of online discussions, attracting gossip and causing a few debates. For example, Lin was criticized for praising Eva Airways on her personal blog, which upset her for a while and she is still on a leave of absence without pay as a result.

China Airlines says that the cardboard cutout stewardesses have been very popular and that they make more than 1,000 of them at a time and distribute them to their counters at airports around the world. The cutouts have been stolen before and people have even made direct requests for them, but because they are strictly for advertising, they cannot be given away.

Eva Airways is very protective of You Juo-ping, who is about 30 years old and adorns its cardboard cutouts. Four years ago, a flight was delayed when a passenger lingered too long to look at her. Eva Airways has tried to remain low-key and has reduced the number of cutouts it produces. The company says that it has been using the cardboard cutout stewardesses for more than five years now but it does not like to emphasize the personal affairs of its stewardesses.

(LIBERTY TIMES, TRANSLATED BY DREW CAMERON)

台灣航空公司人形立牌空姐最「吸睛」，看板的失竊率居高不下。

在機場或各大旅行社，經常可見航空公司空姐人形立牌，不少旅客還會合照留念，若在飛機上碰到「本尊」服務時，更讓旅客

彷彿看到大明星一樣興奮。

去年起和沈佩虹一起擔綱復興航空人形立牌的空姐黃書香說，剛開始客人問起，她覺得很害羞，但現在習慣了大家好奇的眼光，不僅可以輕鬆以對，有時候還會跟旅客開開小玩笑。

「你覺得這是我嗎？」卅歲的黃書香說，因為髮型有時不太一樣，客人看到她不一定認得，她就要客人猜一猜，猜對就誇獎「好眼力」；有時候她還會問客人：「她漂亮還是我漂亮？」

不少年輕的旅客會要求和她合影留念，當「聽到客人說要回去向朋友炫耀，覺得滿開心的！」

中華航空的人形立牌空姐蕭如萍和林怡菁，分別為卅一歲及廿七歲，笑容甜美，也曾和名模林志玲一起拍攝廣告，近三年曝光度超高，不僅網路討論多，甚至人紅是非多，一度引發爭議。像林怡菁就曾被批評在個人部落格誇獎長榮航空，讓她傷心沉潛好一陣子，目前留職停薪。

華航指出，空姐人形立牌很受歡迎，每一批製作上千個，分送世界各地機場櫃檯放置，曾被旅客偷回家，也有人直接索取，但因為只作為宣傳用，無法贈送。

長榮航空對年齡卅出頭的人形立牌空姐若蕕很保護，尤其四年前曾發生旅客為看若蕕，造成班機延誤，長榮更顯低調，立牌製作數量也不多。長榮表示，目前使用的空姐人形立牌已有五年以上歷史，公司不喜歡強調空姐個人形象。

(自由時報記者李文儀)

Cardboard cutouts of stewardesses from Eva Air, left, and China Airlines.

PHOTOS: CHU PEI-HSIUNG, LIBERTY TIMES

長榮(圖左)與華航的空姐人形立牌。

照片：自由時報記者朱沛雄攝