

# 2019 UNIFORM TRENDS

Have labor staffing challenges? Talent acquisition and retention are becoming more and more important to the successful restaurant operator. If in days past, you thought that the best uniform shirt was the cheapest uniform shirt, it is time to think again.

Your prospects have choices about where to work. Tip them over the edge in your favor with upgraded branded gear – the stuff they want to wear; apparel they don't take off at the end of their shift. Better apparel and gear that have modern relevancy can help you achieve your staffing goals. Read on for an update that can help you now.



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# CAPS

Using a “safe” cap is no longer the safest choice. Styles are trending to a more distinct look, as more exciting options move to the forefront.



Flat Bill Snapback – This urban style is a perennial favorite. This cap can offer up some serious street cred, and give a brand a new life in a different context.

5 and 7 panel caps – Also known as camper hats, they walk the line between outdoorsy and urban.



Dad Caps – These unstructured, curved bill caps were popularized with the resurgence of 90's pop-culture relevance. These caps are no longer being worn with irony.

# 80's & 90's THROWBACK

Speaking of the 90's, the best (or perhaps most memorable) trends from the mid-80's through the 90's are being revitalized and repurposed through a modern lens. Bright and bold colors, patterns, and designs are being unleashed in the retail world to great effect. From Memphis patterns, to turquoise and pink wind-breakers, the "thrift-store" look is in full stride.





# CORPORATE IDENTITY

You want to represent your brand well everywhere it goes. With the right piece of clothing and a well-placed decoration you can show your brand love, proudly. Currently, the corporate-wear trends are athleisure apparel and outerwear items such as 1/4 zip sweaters, pullovers, and jackets. The move has been away from your standard button-down shirts and polos and towards up-scale items that are a part of your everyday life. Why not put your brand on something that you actually want to wear?



# RETRO SPORTSWEAR

Retro sportswear has seen new life as many young trend-setters realize people in decades prior knew what they were doing. Inspiration is being drawn from yesteryear to create items seemingly dipped in the mojo of the past. The draw towards garments with character and history presents a unique opportunity to create an association with those traits in the eyes of your customers.



# GARMENT QUALITY

An effective way to increase employee retention is to update your uniforms to something your team enjoys wearing. Thanks to new fabrics, technologies, and cuts, this is now more possible than ever before.

A soft hand is a must, and fashionable styles help team members look as good as they feel. Garments with stain-release and moisture-wicking technologies assist in looking professional throughout the day.

The better the quality of the garment purchased on the front-end, the greater the benefits you will reap in every area from employee retention to the clothing lasting longer.






# BRAND OVER LOGO

When deciding what kind of decoration you want on your apparel, it's important to consider this contrast: Do you want to feature your logo, or do you want to feature your brand?

The difference is this: Your logo is only that, a logo. Your brand is everything that makes your company what it is - the history, vibe, and emotions that you want people to walk away with. It tells a story and has a personality. Give your audience something to look at and explore; give them a world they can enter into and connect with.



A smiling woman with long dark hair, wearing a light-colored short-sleeved button-down shirt and a dark apron, stands in a cafe-like setting. She is holding a large metal pitcher. The background shows shelves with various items and a counter. The entire image is overlaid with a semi-transparent red filter.

If you're serious about employee retention, then it's time to seriously reconsider your uniforms. Consider what message your uniforms are sending to your employees and customers alike. Do they show that you care about their experience and value their presence? When you invest in uniforms you invest in the people who make your business run.



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