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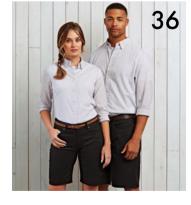
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CHINOS

Comfort stretch chino jeans and shorts.



CHEFSWEAR

Uniforms for the professionals.





YOUR UNIFORM, YOUR WAY

Welcome to the latest edition of The Artisan Magazine, brought to you by Premier Clothing, the leading supplier of staff uniforms for the hospitality industry.

This is your industry and we know that you live it and breath it every day with a real passion for delivering exceptional service to your customers. Whether you are operating a large pub chain or running a lavish five-star hotel; baking in your bistro or serving street food, you've got your A-team, and we're here to dress them with the latest front-of-house fashions.

Aprons made with durable fabrics are embellished with quirky design accents for character and practicality, whilst our collection of shirts and tees work effortlessly to create that quintessential smart-casual look.

There's also a collection of classic chefswear for the talented team in the kitchen and for those who need to identify as a culinary professional at corporate, mobile or private events.

We understand that customers like to see wholesome fayre on the menu with local, organic and homemade produce, so why not serve it to them dressed in uniforms that boast a similar wholesome story, with organic, fairtrade and recycled styles.

We've got a lovely feature that looks at how our supply chain comes together to deliver beautifully branded uniforms for your business, with a spotlight on Neighbourhood Bakehouse in Chester, who have recently enjoyed a Premier uniform makeover.

We hope you enjoy flicking through this magazine and find some inspiration for your own uniform makeover!

PR122 'Regenerate' Bib Apron, page 7, styled with PR219/PR319' Comis' Cotton Tee, page 25

Front cover: PR121 'Barley' Contrast Stitch Bib Apron, page 13, with PR219/PR319 'Comis' Tees,









Welcome to the **NEIGHBOURHOOD**

A branding story brought to you by Premier

id you know that everyday thousands of businesses provide their staff with Premier uniforms to serve up delicious food and drink to hungry customers? We are delighted to put the spotlight on one of these businesses as they invest in a uniform makeover for their team.

Introducing, Catherine Graham, owner of the Neighbourhood Bakehouse in Chester, who tells us a little bit more about her business and the inspiration behind her new uniform.

How long have you been running the Neighbourhood Bakehouse, Catherine?

We established the Bakehouse two years ago, right at the start of covid, then expanded into a larger premises next door just under a year ago.

You describe your business as an Artisan bakehouse, can you give us an idea of the type of food and drink you serve?

We've been selling sourdough bread since 2010, at our first business, long before it became a 'buzz word'. We love healthy eating and who doesn't love the smell of freshly baked breads? Our variety of homemade cakes are baked on site everyday and there is always a beautiful aroma coming from our bakehouse.

How did you manage through Covid and have you noticed a difference in dining habits now?

We launched Neighbourhood Bakehouse during
Covid in 2020! Fortunately for us, our business
model was take away only at this time, selling fresh
bread, cakes, coffee, sandwiches, local eggs, local
milk, etc. When people were off school and work the biggest
treat was to take a walk and buy some local goodies.
We got to know so many of our neighbours so well, as they
came each day as part of their walking routine.



How many front-of-house and kitchen staff do you employ?

We have a wonderful pastry chef, four further chefs with a broad spectrum of international experience, along with a head chef who was trained in France. We have a wide array of food loving employees and one of our main questions during interview stage is, "Tell us what you love about food". Our team are so passionate and they are a mix of students to the more experienced catering professionals.

"Most of all the uniform must reflect our ethos of the business being that we are relaxed, approachable and passionate about what we deliver"

Why do you think it's important to have a staff uniform in your venue?

I believe it gives a sense of pride and professional appearance. The casual uniform in the daytime is relaxed



and comfortable, in the evening, our cocktail makers sport the coolest denim bar aprons.

What do you look for when considering your uniforms?

Most of all the uniform must reflect our ethos of the business being that we are relaxed, approachable and passionate about what we deliver. Functionality plays an important role here with pockets and easy fastenings. The colour and

the cut of the fabric accentuates our casual approach to our way of dining.

Branding is really important, and you chose to have your logo embroidered on to these styles.

Can you tell us about the logo?

Our branding signifies our heavenly produce, what better way than to identify this than with our beautiful angel wings.

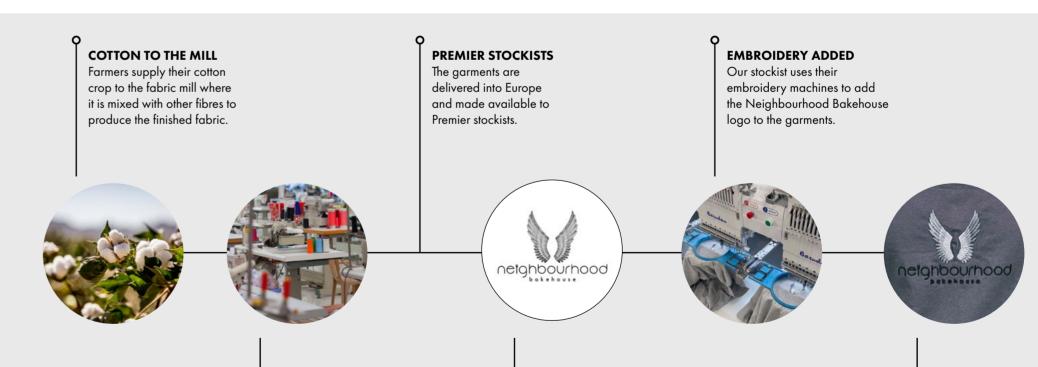
On practical level how do you manage the laundering of your uniforms

We have in-house laundering service to be sure the best presentation of our team is delivered each and every day and our team absolutely love their new uniforms!



A UNIFORM IN THE MAKING

From the cotton fields to the bakehouse, we'd like to tell a short story about our uniforms.



GARMENT MANUFACTURING

The fabric is received by our manufacturing partners where a team of skilled operatives, cut, stitch and press to create the final garment.

UNIFORM ENQUIRY

Neighbourhood Bakehouse want a brand-new staff uniform and make an enquiry with a Premier stockist for branded aprons, tees and chefs jackets.

READY TO SERVE

The team at
Neighbourhood
Bakehouse receive
their brand-new
uniform.

Creating uniforms to impress your customers is simple and affordable with Premier. If you would like your very own uniform makeover, please contact your local Premier stockist and they will be able to help guide you through the range and offer prices.

If you do not have a Premier stockist, you can make an enquiry at, www.premierworkwear.com

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SUSTAINABILITY ROUND UP

WE ARE A MEMBER



Better Cotton™ is the world's leading sustainability initiative for cotton. Their mission is to help cotton communities survive and thrive, while protecting and restoring the

REUSING

PLASTICS

As a Better Cotton™ member we are helping to support this mission.



WE ENCOURAGE ORGANIC FARMING

We are supporting farmers who are transitioning their farms to organic production by purchasing their cotton, which is in-conversion.

We understand that transitioning to organic takes time.



WE SUPPORT PRODUCERS

The FAIRTRADE Cotton Mark means that all of the cotton in the garment is Fairtrade certified, traded, audited and sourced from Fairtrade producers.

We are supporting Fairtrade farmers by purchasing their cotton.



WE USE RECYCLED COTTON

Cotton derived from denim fabrics which have been broken down and regenerated to form a new garment.

We give denim textiles a new lease of life.



WE SOURCE IT

Organic agricultural standards require the cotton crop to be produced without toxic pesticides and synthetic fertilizers and with considerably less water than conventional cotton.

We are sourcing Organic Cotton to help reduce our carbon footprint.



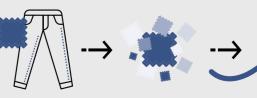
WE REUSE POST-CONSUMER PLASTICS

Polyester made from recycled plastics means less extraction of raw materials and carbon emissions.

We are helping to keep plastic away from oceans and landfill.



FROM JEANS TO APRONS



Used denim





Shredded up and Spun back broken down into yarns

Fabric to make our aprons





Contrast stitching

Buckle on neckband

PREMIER 'DISTRICT' UNIFORMS THAT WORK FOR YOU PR 134 BIB APRON Styled with PR219 Men's 'Comis' STREET

BLACK DENIM INDIGO DENIM

PR134 'DISTRICT'
WAXED-LOOK BIB APRON
100% Cotton with acrylic coating

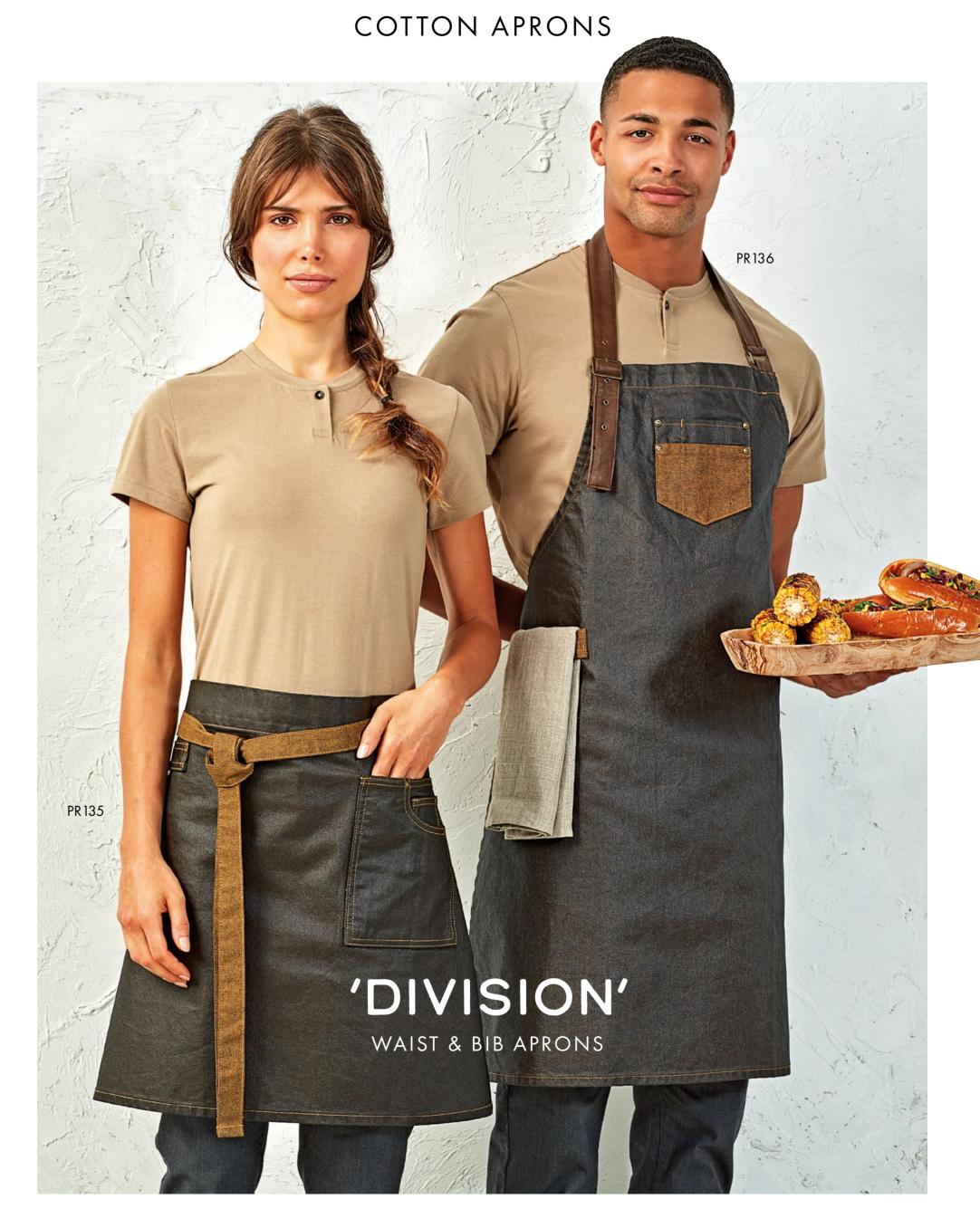


PR136 'DIVISION' WAXED-LOOK BIB APRON WITH FAUX LEATHER
PR135 'DIVISION' WAXED-LOOK WAIST APRON

100% Cotton with acrylic coating

60° © 100% COTTON

WAXED-LOOK



Aprons styled with PR319/PR219 'Comis' Cotton Tees, page 25

Aprolis styled willi'r kotty'r kizity Collisis Collon (ccs, page 25



'BARLEY'

CONTRAST STITCH BIB APRON



\60°/



100% COTTON

ORGANIC IN-CONVERSION



PR102 100% COTTON, ORGANIC IN-CONVERSION

100% In-Conversion Organically Grown Cotton

"We are supporting farmers who are transitioning their farms to organic production by purchasing their cotton, which is in-conversion"













COTTON **APRONS**

ORGANIC & FAIRTRADE CERTIFIED



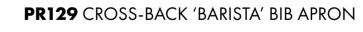












Canvas: 100% Cotton

Denim: 70% Cotton, 30% Polyester[†]

PR119 CROSS-BACK INTERCHANGEABLE APRON STRAPS

Denim, Striped and Faux Leather choices







'CALIBRE' **APRONS**

100% COTTON CANVAS



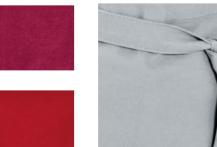


















PR131 'CALIBRE' WAIST APRON PR130 'CALIBRE' BIB APRON PR137 'CALIBRE' POCKET APRON 100% Cotton Canvas









A SPLASH OF COLOUR

WITH UP TO 62 SHADES TO CHOOSE FROM



BIB, POCKET & WAIST STYLES

Outfit 2: PR252 Men's 'Maxton' Check Long Sleeve Shirt, page 29, PR150 'Colours Collection' Bib Apron, below, PR560 Men's Performance 'Chino' Jeans. page 36 Outfit 3: PR200 Men's Long Sleeve Poplin Shirt, page 30, PR 154 'Colours Collection' Bib Apron with Pocket, below, PR560 Men's Performance 'Chino' Jeans, page 36 Outfit 4: PR218 Men's 'Long-John' Roll-Sleeve Tee, page 24, PR151 'Colours Collection' Mid-Length Apron, opposite, PR560 Men's Performance 'Chino' Jeans, page 36 Outfit 5: PR352 Women's 'Maxton' Check Long Sleeve Shirt, page 29, PR155 'Colours Collection' 3 Pocket Waist Apron, opposite, PR570 Women's Performance 'Chino, Jeans, page 36







PR154 'COLOURS COLLECTION'





3 POCKET WAIST APRON

Three open pockets







PR151 'COLOURS COLLECTION'

MID-LENGTH APRON



PREMIER





JEAN STITCH

DENIM SHIRTS

PR222 MEN'S JEAN STITCH DENIM SHIRT
Sizes: XS/30" - 3XL/54"

PR322 WOMEN'S JEAN STITCH DENIM SHIRT

Sizes: XS/8 - 3XL/20





CHAMBRAY SHIRTS



PR247 MEN'S CHAMBRAY SHIRT ORGANIC & FAIRTRADE CERTIFIED Sizes: S/34" – 3XL/54"

PR347 WOMEN'S CHAMBRAY SHIRT ORGANIC & FAIRTRADE CERTIFIED

Sizes: XS/8 – 3XL/20









MICROCHECK

GINGHAM SHIRTS

PR220 MEN'S LONG SLEEVE MICROCHECK GINGHAM SHIRT

Sizes: XS/30" - 3XL/54"

PR320 WOMEN'S LONG SLEEVE MICROCHECK GINGHAM SHIRT

Sizes: XS/8 - 3XL/20











CLASSIC

PR200 MEN'S LONG SLEEVE POPLIN SHIRT Sizes: 14.5"/37cm - 23"/59cm

PR300 WOMEN'S LONG SLEEVE POPLIN SHIRT Sizes: 2XS/6 - 8XL/30

PR202 MEN'S SHORT SLEEVE POPLIN SHIRT

Sizes: 14.5"/37cm - 23"/59cm

PR302 WOMEN'S SHORT SLEEVE POPLIN SHIRT Sizes: 2XS/6 - 8XL/30

(23)



PALE BLUE

BLACK



PR204 MEN'S LONG SLEEVE SLIM-FIT POPLIN SHIRT

Sizes: 14.5"/37cm - 17.5"/44.5cm





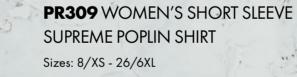
SUPREME

PR207 MEN'S LONG SLEEVE SUPREME POPLIN SHIRT Sizes: 14.5"/37cm - 19"/48cm

PR307 WOMEN'S LONG SLEEVE SUPREME POPLIN SHIRT Sizes: 8/XS - 26/6XL









PR209 MEN'S SHORT SLEEVE SUPREME POPLIN SHIRT Sizes: 14.5"/37cm - 19"/48cm



PR344 WOMEN'S STRETCH-FIT COTTON POPLIN LONG SLEEVE SHIRT Sizes: XS/8 - 3XL/20

PR246 MEN'S STRETCH-FIT COTTON POPLIN SHORT SLEEVE SHIRT Sizes: XS/30" - 4XL/58"

PR346 WOMEN'S STRETCH-FIT COTTON POPLIN SHORT SLEEVE SHIRT Sizes: XS/8 - 3XL/20













ROLL SLEEVE

BAR SHIRT



PR206 MEN'S ROLL-SLEEVE POPLIN SHIRT Sizes: S/34" - 2XL/50"

PR306 WOMEN'S ROLL-SLEEVE POPLIN SHIRT Sizes: XS/8 - 2XL/18

'CROSS-DYE'

BAR SHIRT



PR217 MEN'S ROLL-SLEEVE 'CROSS-DYE' POPLIN SHIRT Sizes: XS/30" - 3XL/54"

PR317 WOMEN'S ROLL-SLEEVE 'CROSS-DYE' POPLIN SHIRT Sizes: XS/8 - 3XL/20



HERRINGBONE

WAISTCOAT



PR625 MEN'S HERRINGBONE WAISTCOAT Sizes: XS/32" - 2XL/52"

PR626 WOMEN'S HERRINGBONE WAISTCOAT Sizes: XS/8 - 2XL/18













MIX & MATCH

Have fun choosing colours, fabrics, prints and patterns to create your very own individual look.









ZIPPED

CHEF'S JACKET

\60°/





CLASSIC DENIM STYLE BLACK DENIM 60° PR660 DENIM CHEF'S JACKET OEKO-TEX® Sizes: XS/30" - 3XL/54"

CHEF'S TROUSERS



PR555



PR556 CHEF'S 'ARTISAN' **JOGGER BOTTOMS**

Sizes: XS/28" - 2XL/44"

CARGO POCKET TROUSERS Sizes: XS/28" - 3XL/46"

PR555 'ESSENTIAL' CHEF'S

SLIM LEG TROUSERS Sizes: XS/28" - 2XL/44"

PR554 CHEF'S 'SELECT'





















