

Custom Apparel Case Study

Client: Major International Oil Company

Challenge:

Enhance the brand image of 900 service stations with custom employee apparel

Background:

The company was launching an updated service station format UK-wide. They needed employee uniforms which not only projected the friendly, casual look of their new branding, but were also so comfortable, easy to care for, and stylish that employees would actually *want* to wear them. Dress code compliance had been a problem in previous uniform programs.



Solution:

The line of apparel we designed had had such appeal that our proposal was picked over those of three local competitors. Our first run of 48,000 garments included polo shirts and pants cut especially for women, a first for any of their uniform programs.



Results:

Employees say they love the retail look of their new apparel. They're proud to wear it on the job—and have even been observed donning their uniform jackets to go from the job to the cinema. Dress code compliance is way up, reinforcing the brand identity of all 900 stations. ■

