



GET THE

APPETITE

FOR SUCCESS

Does your uniform have a personality? Does what you wear complement your vibe and reflect the ethos of your business?

The very basic principles of how to dress at the front-of-house are beautifully illustrated in this magazine with pages of inspirational photography, clever styling ideas and useful branding tips so you and your business can boast a big personality!

When we introduce a new style into our Artisan Collection we consider how it works as an all-round piece. We design versatile and practical pieces that can be styled in many different ways to suit a diverse range of people, which is of course, what you need from a staff uniform. Each piece is an essential building block and is designed to complement other styles within the collection, so you can mix and match, safe in the knowledge that your uniform will come together effortlessly.

Start with a shirt as the foundation piece; pick and good one and it will drive your imagination and inspire choices for the rest of the uniform. We're confident that you'll find the perfect shirt on pages 23 – 36, again with plenty of styling ideas.

What comes next is down to you; you may choose to elevate your look with a waistcoat or take a denim direction with some jeans inspired aprons.

Well dressed teams carry themselves better and have a positive attitude towards teamwork, which will impress customers and create a welcoming environment for everyone.

DISCOVER THE RANGE





The must-have accessory for front-of-house and kitchen teams. Page 4 - 22

TEES

A casual alternative to a shirt with roll-back sleeves. Page 28



SHIRTS

The foundation piece to any uniform. Page 23 - 36

CHINOS

Comfort stretch and high performing, step out in style. Page 37



WAISTCOATS

Stand-out styles for a more refined look. Page 38

CHEFSWEAR

Critical cover for the professionals. Page 39 - 43



The Artisan Collection brings together some truly stunning fabrics, textures and prints for you to consider. Luxurious canvas cottons and ringspun denims to slub yarns, pindot poplins and woven oxfords, our fabrics are designed to perform aesthetically and practically, so you can concentrate on the job at hand.



03

'ANNEX' OXFORD APRON



PR144 'ANNEX' OXFORD APRON















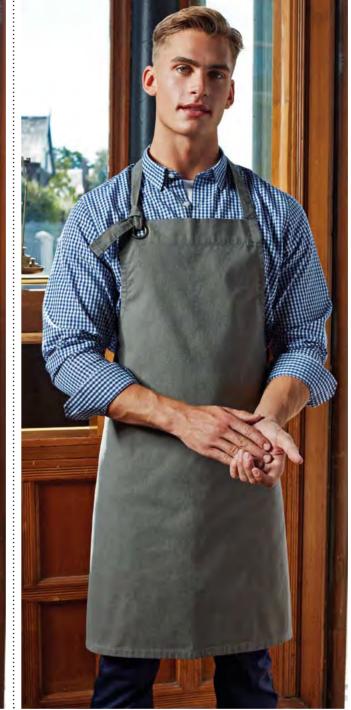


COTTON CANVAS

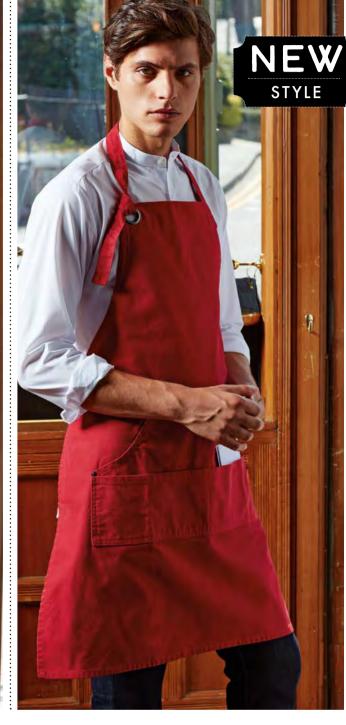
'CALIBRE' APRONS







PR130 'CALIBRE' HEAVY COTTON CANVAS BIB APRON



PR137 'CALIBRE' HEAVY COTTON CANVAS POCKET APRON









NATURAL



КНАКІ



BURGUNDY









'ESPRESSO'BIB APRON



PR123 'ESPRESSO' BIB APRON
With faux leather trim and neckband.













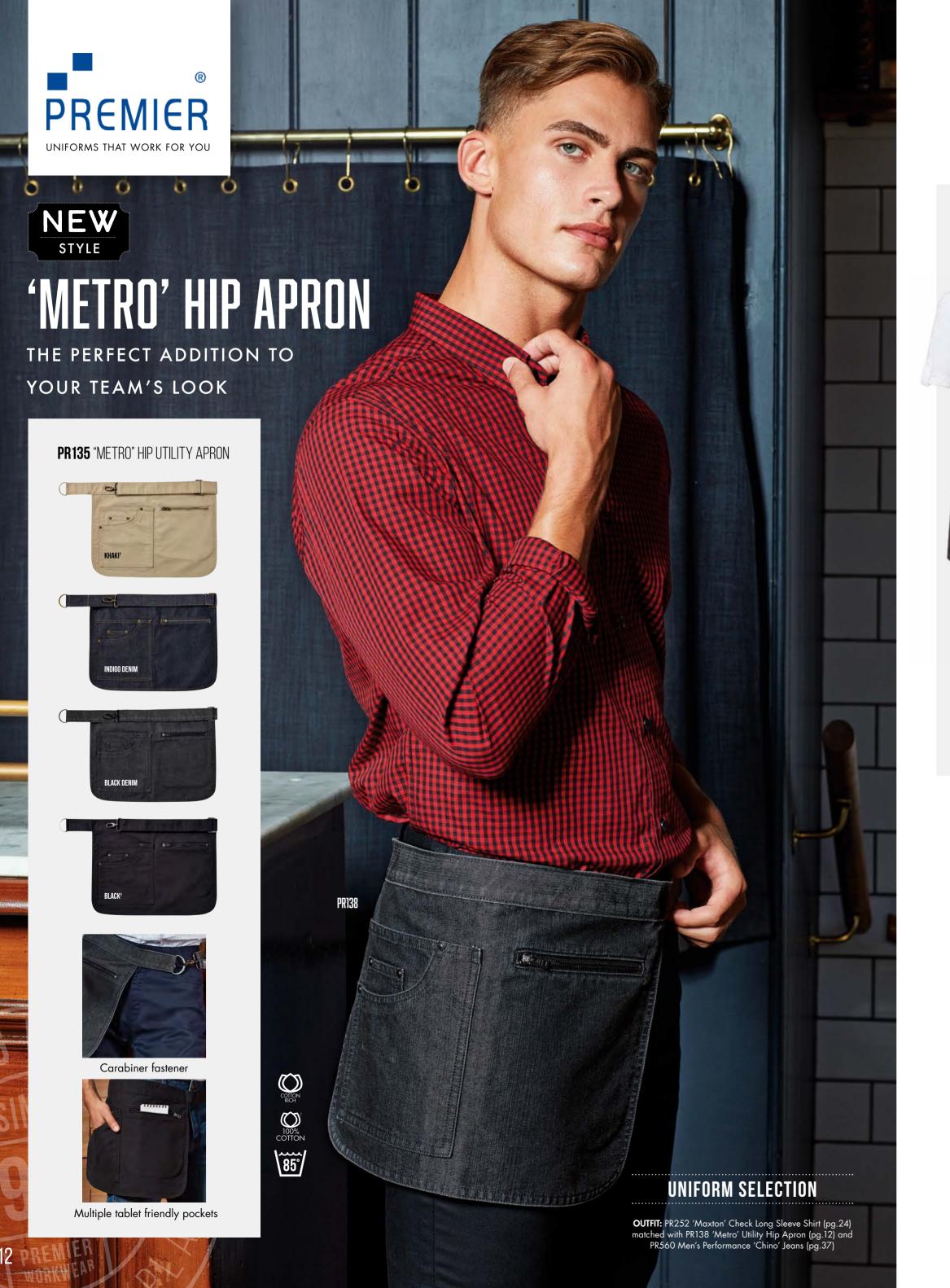






PR119 CROSS-BACK INTERCHANGEABLE APRON STRAPS





JEANS STITCH DENIM





OUTFIT 2: PR345 Women's Cotton Slub Chambray Long Sleeve Shirt (pg.27) matched with PR125 Jeans Stitch Waist Apron (pg.13) and PR570 Women's Performance 'Chino' Jeans (pg.37)



PR125 JEANS STITCH WAIST APRON



PR126 JEANS STITCH BIB APRON





DENIM CONTRAST

HIGHLIGHTS



Adjustable buckle fastening neckband



Reverse denim





PR128 'DOMAIN' CONTRAST DENIM WAIST APRON



PR127 'DOMAIN' CONTRAST DENIM BIB APRON





DURABLE

WAXED-LOOK

DENIM









PR135 'DIVISION' WAXED-LOOK WAIST APRON







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





CREATE YOUR STAFF UNIFORM

Your team should be one of the best assets that your business has. These are the guys you've chosen to put on the front-line to engage with your customers, so it's vital that they are looking good and branded appropriately. The Artisan Collection from Premier features some stunning styles with an abundance of colours, fabrics and textures that act as the perfect base to express your brand.

Look to our helpful example below to help build out the perfect look for your team.

SPEAK TO YOUR UNIFORM SUPPLIER ABOUT ADDING YOUR BRAND LOGO





BRING YOUR UNIFORM TO LIFE WITH EMBROIDERY







WORK YOUR UNIFORM

AROUND YOUR BRAND

You've got a great looking logo there! Use it across your products and packaging; put it up in lights and put it on the people who work for you with uniforms that reflect your brand personality.







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HIGHLIGHT

BRAND COLOURS WITH YOUR UNIFORM



PR150 'COLOURS COLLECTION' BIB APRON
Black and White are also available in extra large size



PR158 'COLOURS COLLECTION' POCKET BAR APRON



PR154 'COLOURS COLLECTION' POCKET BIB APRON





100% COTTON

PR102 100% COTTON BIB APRON







SHIRTING

WITH A VINTAGE TWIST

Premier's stylish selection of shirts are the perfect choice for hardworking staff and have been created to stand up to the rigours of repeated washing and everyday wear. We have a considerable choice of shirting fabrics that complement our extensive range of Aprons so you can build out a uniform effortlessly.

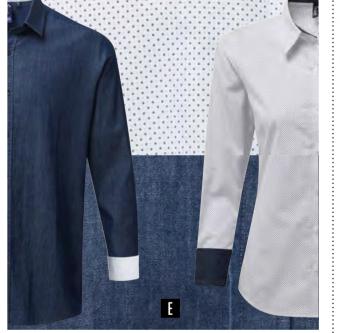
Get playful with contrast collars and cuffs and look to stripes, spots and checks but never overlook the elegance of a crisp white shirt – it is the most basic building block to any uniform. Use stand-out accessories like waistcoats, braces or a bow tie to complete a truly unique look for your business.



















PR258 Banded 'Grandad' Collar Long Sleeve Shirt (pg.29) B PR250/PR350 'Mulligan' Check Long Sleeve Shirts (pg.33) PR218/PR318 'Long John' Roll Sleeve Tee (pg.28) PR220/PR320 'Gingham' Microcheck Long Sleeve Shirts (pg.26) PR259/PR359 'Denim-Pindot' Long Sleeve Shirt (pg.35) PR244/PR344 Stretch Fit Cotton Poplin Long Sleeve Shirts (pg.30) PR245/PR345 Cotton Slub 'Chambray' Long Sleeve Shirts (pg.27) PR252/PR352 'Maxton' Check Long Sleeve Shirts (pg.24) PR238/PR338 'Cotton Rich Oxford Stripe Shirts (pg.34)



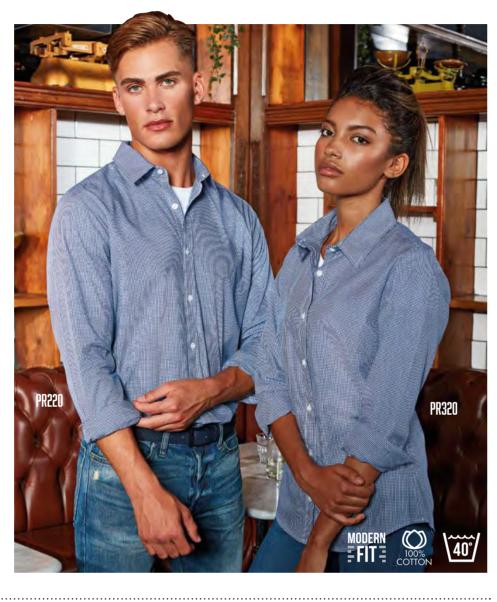
GINGHAM

CHECKS IN 100% COTTON



LONG SLEEVE

PR220 MEN'S LONG SLEEVE GINGHAM SHIRT Sizes: XS/30" - 3XL/54" PR320 WOMEN'S LONG SLEEVE GINGHAM SHIRT Sizes: XS/8 - 3XL/20





SHORT SLEEVE

PR221 MEN'S SHORT SLEEVE GINGHAM SHIRT Sizes: XS/30" - 3XL/54"

PR321 WOMEN'S SHORT SLEEVE GINGHAM SHIRT Sizes: XS/8 - 3XL/20











PR218 'LONG-JOHN' ROLL-SLEEVE TEE Sizes: XS/30" - 3XL/54" **PR318** 'LONG-JOHN' ROLL-SLEEVE TEE Sizes: XS/8 - 2XL/18



POPLIN ORIGINALS

A MENU OF THE HARDEST WORKING SHIRTS IN THE PREMIER RANGE





STRETCH FIT

PR244 MEN'S STRETCH-FIT COTTON POPLIN LONG SLEEVE SHIRT Sizes: XS/30" - 4XL/58"

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



SUPREME

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

PR209 WOMEN'S SHORT SLEEVE SUPREME POPLIN SHIRT Sizes: 8/XS - 26/6XL



PR207 MEN'S LONG SLEEVE SUPREME POPLIN SHIRT Sizes: 14.5"/37cm - 19"/48cm PR307 WOMEN'S LONG SLEEVE SUPREME POPLIN SHIRT



SLIM FIT

PR204 MEN'S LONG SLEEVE SLIM-FIT POPLIN SHIRT Sizes: 14.5"/37cm - 3XL/44.5cm



CLASSIC

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



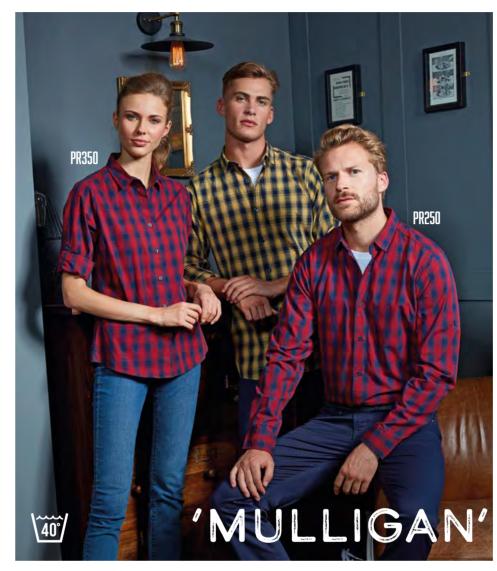






CHECKED SHIRTS

FOR AN AUTHENTIC ARTISAN LOOK





PR250 MEN'S 'MULLIGAN' CHECK LONG SLEEVE SHIRT Sizes: S/34" - 3XL/54" PR350 WOMEN'S 'MULLIGAN' CHECK LONG SLEEVE SHIRT Sizes: XS/8 - 2XL/18



PR256 MEN'S 'SIDEHILL' LONG SLEEVE SHIRT Sizes: S/34" - 3XL/54"

PR356 WOMEN'S 'SIDEHILL' LONG SLEEVE SHIRT Sizes: XS/8 - 2XL/18

'GINMILL'

PR254 MEN'S 'GINMILL' CHECK LONG SLEEVE SHIRT Sizes: \$/34" - 3XL/54"

PR354 WOMEN'S 'GINMILL' CHECK LONG SLEEVE SHIRT Sizes: XS/8 - 2XL/18



\<u>40</u>°/



SMART CASUAL

COLLARS AND CUFFS TO DRESS DOWN DENIMS



OXFORD STRIPES

PR238 MEN'S COTTON RICH OXFORD STRIPE SHIRT Sizes: S/34" - 3XL/54"

PR338 WOMEN'S COTTON RICH OXFORD STRIPE SHIRT Sizes: XS/8 - 2XL/18





DENIM

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

PR322 WOMEN'S JEAN STITCH DENIM SHIRT Sizes: XS/8 - 3XL/20





BAR SHIRTS

ROLLED UP AND READY TO MIX

GIN BRAMBLE INGREDIENTS

A MEASURE OF GIN

A GOOD SQUEEZE OF FRESH LEMON JUICE

3/4 TSP OF SUGAR SYRUP

A HALF GLASS OF CRUSHED ICE

A MEASURE OF BLACKBERRY LIQUEUR

TOP OFF WITH FRESH BLACKBERRIES AND A SLICE OF LEMON



ROLL-SLEEVE BAR SHIRT

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

PR306 WOMEN'S ROLL-SLEEVE POPLIN SHIRT



'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









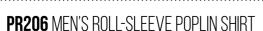












Sizes: XS/8 - 2XL/18



WAISTCOATS

RUSTIC VINTAGE VIBES

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

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



ZIP CLOSURE

PR906 CHEF'S ZIP-CLOSE SHORT SLEEVE JACKET Sizes: XS/30" - 2XL/50"



CHEF'S HAT

PR653 CHEF'S SKULL CAP



CLASSIC CHEF'S JACKETS



PR656 SHORT SLEEVE CHEF'S JACKET Sizes: XS/30" - 4XL/58"



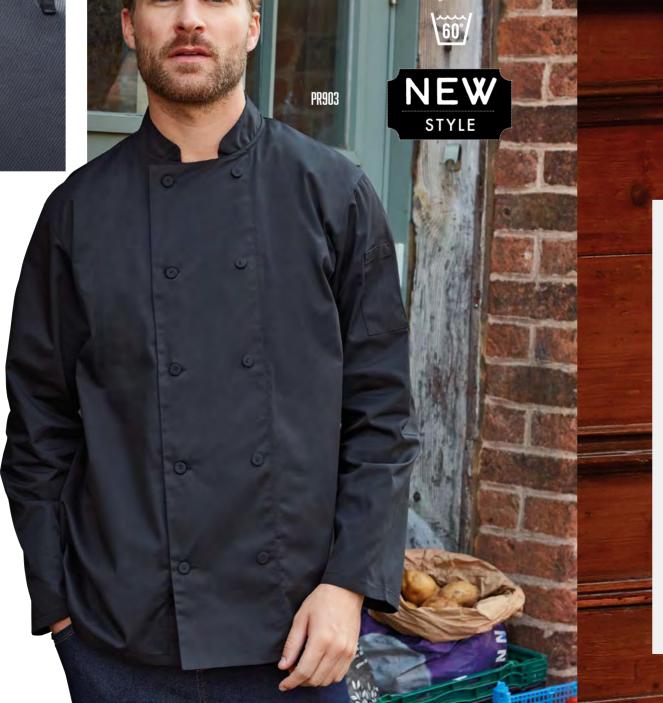
PR657 LONG SLEEVE CHEF'S JACKET Sizes: XS/30" - 4XL/58"





MESH BACK

PR903 COOLCHECKER® LONG SLEEVE CHEF'S JACKET Sizes: XS/30" - 2XL/50"







EVE NEW STYLE

PR901 'ESSENTIAL' LONG SLEEVE CHEF'S JACKET Sizes: XS/30" - 4XL/58"



SHORT SLEEVE

PR900 'ESSENTIAL' SHORT SLEEVE CHEF'S JACKET Sizes: XS/30" - 4XL/58"

EASY FASTENING PR664 SHORT SLEEVE STUDDED CHEF'S JACKET Sizes: XS/30" - 3XL/54" PR665 LONG SLEEVE STUDDED CHEF'S JACKET Sizes: XS/30" - 3XL/54" SET FOR SERVICE DENIM PRESS-STUD PR660 DENIM CHEF'S JACKET \60°/ Sizes: XS/30" - 3XL/54"

CHEF'S TROUSERS

THAT STAND UP TO A TOUGH SERVICE

PR555



CHEF'S JOGGERS

PR556 CHEF'S 'ARTISAN' JOGGER BOTTOMS Sizes: XS/28" - 2XL/44"



CHEF'S CARGO POCKET

PR555 'ESSENTIAL' CHEF'S CARGO POCKET TROUSERS Sizes: XS/28" - 3XL/46"



CHEF'S SLIM LEG

PR554 CHEF'S 'SELECT' SLIM LEG TROUSERS Sizes: XS/28" - 2XL/44"





