



Your 2017 Apparel Trend

Road Map

to Better Foodservice Uniforms.

Need a little inspiration? Read on...

Take a look around and observe what people are wearing. Be it a band, a foreign destination, an athletic brand, or an alma mater, people want to associate with brands that feed their sense of identity.

Deep down do we do less when we choose where to work? If the job involves wearing a prescribed outfit then the key to long-term retention and satisfaction on the job can be tied to the branded apparel that business leaders are choosing for their front line staff.

This guide is meant to be a road map to better uniforms with real-world apparel and decoration techniques that amp up the volume on your brand.



Ladies' Tri-Blend Scoop Tee

Decorated with reflective/full color transfer, custom woven tag on right hem.

Men's Tri-Blend Pocket Tee

Decorated with full color transfer on pocket, custom woven tag on right hem.

Use Retail influence to your brand advantage.

Everyone is savvier these days. We know brands, we know which cuts look good on us and we judge apparel by its label. Don't fight this retail reality; use it to your advantage by borrowing the best ideas and incorporating them into your program.

Start with a visit to a local mall. Take note of what you see in stores. Are any of those style influences repeatable for your work environment?

Let's talk polo shirts – a.k.a. sport shirts or golf shirts. Where do you see younger people sporting this style? Did a Restaurant come to mind? The service industry is the most recognizable user of polo shirts. They add an air of respectability but can quickly look old-fashioned.

Up to date sport shirts have roll sleeves, front pockets, trendy fabrics and side slits so they can be worn out. If your front line employees

work within your four walls, then your patrons already know where they are, and a large logo has low impact. Instead, think about putting your logo in alternate places: Hem, sleeve, locker patch, right chest, or as a label on the placket. The retail environment has given us OPTIONS. Use them.



Ladies 3/4-Sleeve Raglan
Decorated with distressed full front logo

Know anyone under 20 who uses an iron?

Didn't think so. Therefore, Easy-Care, Easy-Wear garments are in order.

Fade resistant, snag resistant, wrinkle resistant, and odor resistant properties are all available for uniform styles as well. Undoubtedly, your staff will be happier with grab and go, laundry-friendly apparel options.



Ladies Double Pocket Polo.
Decorated with a woven tag on the left pocket and embroidered collar.



Half Bistro Apron
Decorated with screen printed tagline

Re-usable Shopping Tote



18 oz. two-tone ceramic mug



Women's non-slip flats

RED Sauce ZONE

ITALIAN STYLE PIZZA

Women's Collegiate
Crew Sweatshirt
Decorated with a distressed
screen print

Men's Sustainable
Eco-Friendly Crew
Decorated with a fashion-soft
screen print

2 Pocket Recycled Plastic
Bottle Fabric Apron
Decorated with a screen print

Tap into the selfie culture and reward self-expression...

With uniform components that lend themselves to personalization and creativity.

For front of house, what about putting your servers' names on the back of their shirt – game day style – to show they are a valuable member of your team?

For passing their 90 day probationary period award your front line with a cap personalized with their name.

What does it mean to be green?

Let's think beyond the obvious like organic materials and natural fibers. Did you know that you can get apparel made from recycled soda bottles? These garments are actually heavy-duty and stain resistant, making them an excellent choice for foodservice.

Quality and Good Design are both eco-friendly concepts as well. When a garment lasts longer and looks great doing it, there are fewer shirts being replaced. Cheap is only cheap in the short run. Today's younger workers appreciate the extra effort in showing a commitment to the planet.

Women's Football
Fan Tee
Decorated with a
fashion-soft and
tonal screen print

Crew Socks
Decorated with a custom
sublimated pizza print



Trucker Cap
Decorated with a custom pin
and heatpress empolyee name



Leverage your apparel for higher retention rates.

How do you record savings vs. a cost? Retention is an often neglected source of extra money for high labor/high turnover industries. In general, people want to take pride in their place of work. After all, "where do you work?" is the question that gets asked almost as much as our name.

What if you could improve retention rates with a better uniform? It is possible! Studies have shown that employees prefer apparel that looks good on them. Foster pride of workplace with on-trend gear.



Women's Cosmic Fleece Contrast Hooded Pullover Sweatshirt
Decorated with full color transfer on front.



Premium Fitted Crew tee
Decorated with reflective/full color transfers full front, coordinating designs.



Vintage mesh-back cap with contrast stitching
Decorated with puff stitch embroidery



Men's casual non-slip shoe

Women's Fitted Crew tee
Decorated with reflective/full color transfer on hip.



Hybrid Soft Shell Jacket
Decorated with rubber logo patch on left chest. White transfer on right sleeve.



Ladies Reflective Full-Zip Jacket
Decorated with reflective screen print tagline on back shoulder.



Ladies Neon Full-Zip
Decorated with full front LASER design.



Heather Colorblock Raglan Hooded Wind Jacket
Decorated with full color transfer.



Trucker Neon Cap
decorated with embroidery.



Marled Scarf
Decorated with woven patch, custom woven hem tag.



Custom Messenger bag
Decorated with custom rubber logo patch on front flap.



Men's Non-Slip Athletic Shoe



Netflix culture is leading to higher delivery demand.

More people are enjoying your food outside of your establishment, and why not?

This makes delivery drivers a necessity, and your branding shouldn't stop at your front door.

Outfit these travelers in comfortable gear that accounts for climate changes, and provides safety features to keep your worker's comp costs low.

Bonus: Specialty bags designed to carry all your gear will allow them serve with style and ease.

Local Brew

Vintage Women's Brushed Flannel Long Sleeve Shirt
Decorated with collar embroidery.



Slouch Beanie
Decorated with frayed woven patch.



Chambray Long Sleeve Shirt
Decorated with a tonal screen print



Men's non-slip composite toe boot

Buffalo Plaid Short Sleeve Shirt
Decorated with full color patch on the left sleeve.



Not everyone needs to match to call it a uniform.

Offering apparel items that all go together but don't match allows for self-expression while still retaining your brand essentials. Forward thinking operators are allowing flexibility with shirts in several silhouettes to meet the style needs of many different body-types. Button-ups, sport shirts, T-shirts and Athleisure wear can go together in complementary styles with each showcasing your brand in a unique way.

Women's Deep V-Neck Tee
Decorated with a distressed screen print full back design.





Men's Tactical Bouncer Polo
Decorated with glow in the dark across back.



A t-shirt, isn't a t-shirt anymore.

You've seen them around, the \$60 T-shirts merchandised by designers and celebrities alike. Organic, USA made, 40 singles ring spun cotton. Fashion colors and trendy European cuts. Fade out, burn out, ombre dyes, marble dyes, space dyes, tri-blends, raglan sleeves, raw edges and more.

Let's just say that there is a lot of fluff in that trend-setter pricing. Get the look for less with high-end gear at common-sense prices.

It's OK to dress to impress.

Fitted V-Neck Tee
Decorated with tonal screen print on full front.



Women's Lightweight Sweater Dress
Decorated with rhinestone transfer.



Contrast Half Bistro Apron
Decorated with an embroidered logo.



Ladies non-slip wedges with patent leather accents





All retail items shown produced by Righteous Clothing Agency. Decoration techniques showcased: Glow in the Dark ink, Soft-Hand Discharge Print, Flocked Transfer, Foil Transfer, and Bottle Opener brim cap with destroyed applique and embroidery.

Ditch the left chest, at least once in a while.

Think locker patch with a rubber logo sewn-on; Full front with a LASER etched decoration; embroidered patches for caps and right chest placement; Woven labels for shirt hems; and, Stretchy transfers that mirror the best athletic brands. Flocking isn't just for Christmas trees; It adds a textural treatment for a high-end look. Reflective logos

promote safety, and glow in the dark imprinting can transform your logo from a day into night application.

Embroidery is still relevant but in new ways on collars, hems and sleeves.

A Screen print logo is available in dozens of textures and special treatments.

All it takes is a bit of creativity and know-how, which leads us to...

Your best next step:

Righteous Clothing Agency, Inc. offers free virtuals when we consult on your new uniform or retail program.

Start the conversation today via email, online or the old-fashioned way – the phone.

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