

 **PREMIER**[®]

UNIFORMS THAT WORK FOR YOU



ARTISAN

COLLECTION

CREATE YOUR BRAND

APPETISING APPAREL

THE ARTISAN'S CHOICE

Premier is on hand with an exciting new collection of high-street inspired apparel designed to help you build your brand and create a big personality for your business.

You're confident that you have employed the best people, serving the finest food in the coolest spaces and so the next thing for you to consider is a creative staff uniform that brings all these elements together and sends a clear message about exactly the type of establishment you want to be.

Approaches to uniforms styles are just as varied as the types of restaurants out there, so Premier offer minimalistic and subtle options through to loud and proud choices. It is important to bear in mind that a uniform doesn't necessarily mean that everyone in your team is wearing the exact same outfit, after all, what is suitable for front-of-house management is not going to be practical for a bartender. What we can help you can do is create a consistent look by having staff adhere to a colour scheme or general style - it's all about trying to be uniform whilst promoting a sense of individuality!

In the more adventurous establishments

there can be a large number of staff all performing a critical role in service, help your customers identify this structure through clever uniform choices. Take a look at our new 100% Leather Apron on page 4; this should be awarded to those who possess a level of professional craftsmanship; a bartender mixing unique cocktails through to baristas and show cooking chefs who need to look the part.

Waiting staff need to be approachable - not overly dressed, so a casual roll-sleeve tee teamed with a simple waist or bib apron works well here.

You should also consider how your company logo works with different colour combinations. Whether it's a subtle embroidered logo on the left chest or a large screen printed motif on the front of an apron, you'll reap the rewards from this type of brand advertising.

Take some time to flick through this magazine which is packaged full of visual inspiration showing how you can build your brand through innovative and imaginative uniform solutions.



ARTISAN Appeal

Plush and pure; every Artisan should be working with the most natural ingredients. This heavy canvas Calibre apron (pg. 15) is made with 100% Cotton and looks fab with our Ginmill Checked Shirt (pg. 23) and Chinos (pg. 34).

TABLE Service

Easy wearing, simple and sophisticated, our Long-John Roll Sleeve Tee (pg. 30) with our Division Waxed Look Bib Apron (pg. 8) and Chinos (pg. 34).

AT THE Bar

Hearty Mulligan Checked Shirt (pg. 21) worn with the sleeves rolled up and teamed with our 100% Leather Apron (pg. 4) and Chinos (pg. 34).

CAFÉ Chic

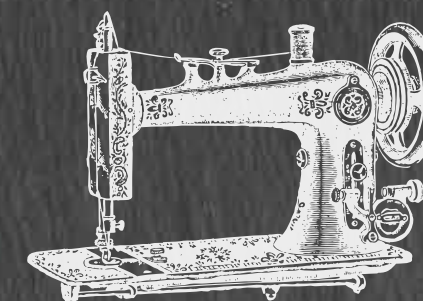
Small and perfectly formed, our Microcheck Gingham Shirt (pg. 24) paired with our Micro Chino Waist Apron (pg. 13) and Chinos (pg. 34).

ARTISAN PREMIER

COLLECTION

CREATE YOUR BRAND

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BRANDING

EMPORIUM

CREATE YOUR LOOK

PRINT
Embroidery
EMBOSS
APPLIQUE



LEATHER



TRANSFER / EMBOSS
EMBROIDER



CROSS BACK
DETAIL



TWO PATCH
POCKETS



100% BUFFALO
LEATHER

VINTAGE
INSPIRED
WORKWEAR
ESTABLISHED 1999

ARTISAN

- RESTAURANT
- BISTRO
- DISTILLERY
- BBQ
- BREWERY
- ARTISAN PRODUCERS

ARTISAN CROSS BACK LEATHER APRON



TAN

BROWN

PREMIER®
UNIFORMS THAT WORK FOR YOU

PR140





PR134

PR135

WASHES AT 40°

VINTAGE

INSPIRED · WORKWEAR

EST. 1999

WAXED

LOOK DENIM APRONS

District

PR135
WAXED LOOK WAIST APRON



OVERSIZED
JEANS POCKET



CONTRAST TIES
WITH EYELET DETAIL



STITCHED
PEN POCKETS



INDIGO DENIM



BLACK DENIM

Division

PR134
WAXED LOOK BIB APRON



BLACK / TAN DENIM



BLACK / DENIM



INDIGO / BROWN DENIM



INDIGO DENIM



DUNGAREE STYLE
FASTENING



POCKET
DETAILS



PR136

VINTAGE
INSPIRED • WORKWEAR
EST. 1999
Division



'DIVISION' WAXED LOOK BIB APRON
WITH FAUX LEATHER



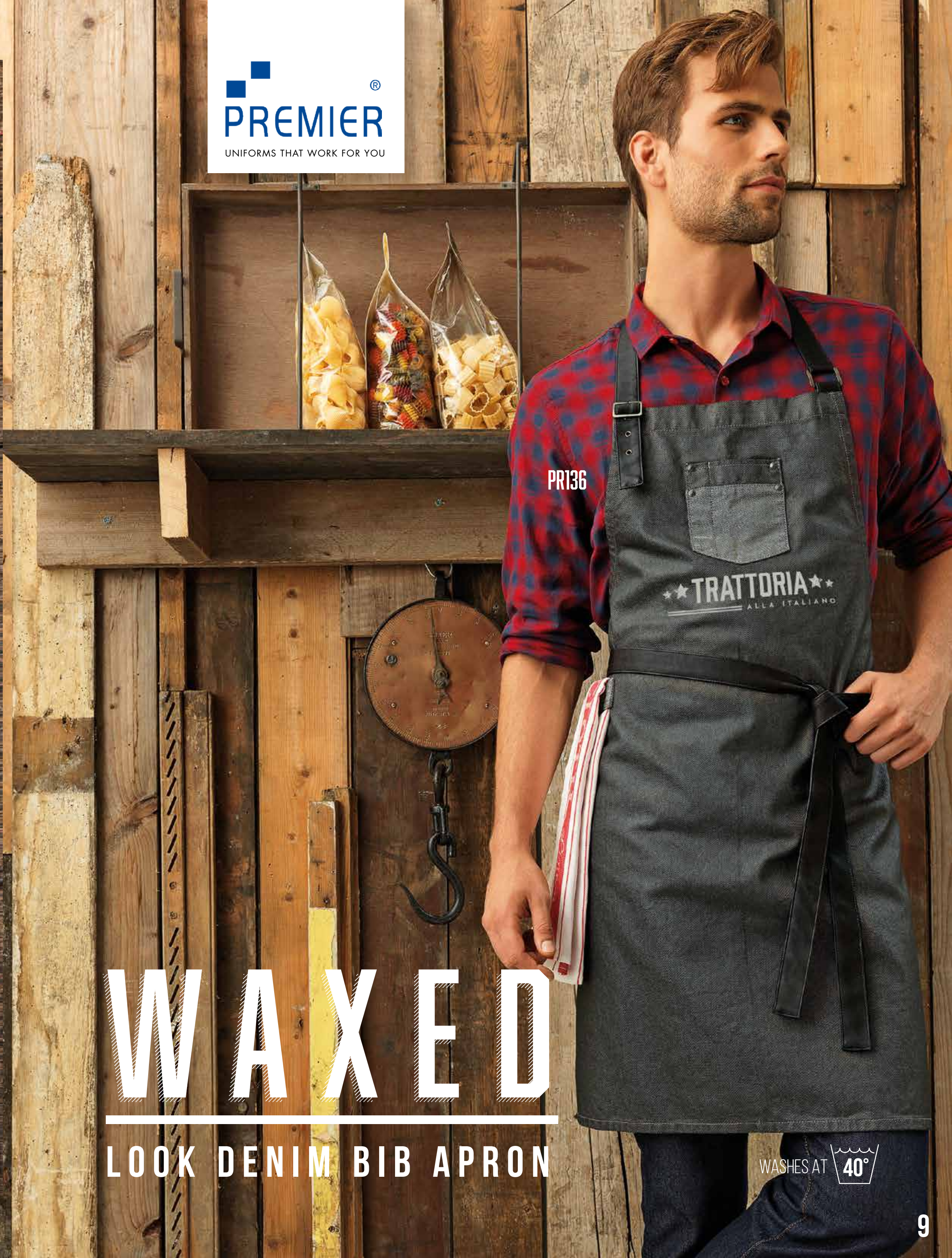
CONTRAST
FABRIC FEATURES



FAUX LEATHER
TIES



TOWEL
HOLDER



PREMIER
UNIFORMS THAT WORK FOR YOU

PR136

WAXED

LOOK DENIM BIB APRON

WASHES AT 40°

ARTISAN PREMIER DENIM

JEANS STITCH DENIM WAIST APRON
JEANS STITCH DENIM BIB APRON

PR126

PR125

INDIGO DENIM

BLACK DENIM

INDIGO DENIM

BLACK DENIM

VINTAGE

I.N.S.P.I.R.E.D

WORKWEAR

EST. 1999

DOMAIN

CONTRAST DENIM APRON

'DOMAIN' CONTRAST DENIM BIB APRON
'DOMAIN' CONTRAST DENIM WAIST APRON

INDIGO DENIM

BLACK DENIM

INDIGO DENIM

BLACK DENIM

CONTRAST JEANS POCKET

CONTRAST TIES WITH EYELET DETAIL

PR128

PR127

PR127



PR132

Frank's
DELI COUNTER

PR133

Frank's
DELI COUNTER

VINTAGE

I • N • S • P • I • R • E • D

WORKWEAR

ESTABLISHED 1999

Chino

'CHINO' BIB APRON
'CHINO' WAIST APRON



TOP CENTRE
POCKET



TIES WITH
EYELET DETAIL



SNAP BUTTON
FASTENING



JEANS STYLE
POCKET

4
'COLOURS'



BLACK

STEEL

KHAKI

NAVY



PR130

PR131

— COTTON —
CANVAS
— Calibre —

HEAVY COTTON CANVAS BIB APRON
HEAVY COTTON CANVAS WAIST APRON



HEAVY COTTON
CANVAS FABRIC



SELF FABRIC
TIES



EYELET
DETAIL



BLACK

NAVY

DARK GREY

SILVER

NATURAL

KHAKI

BURGUNDY

RED

8

"COLOURS"



'COLOURS' HALF WAIST APRON
'COLOURS' POCKET BIB APRON

40
'COLOURS'



PR151

PR154

28
'COLOURS'

'COLOURS' 3 POCKET WAIST APRON
'COLOURS' LONG BAR APRON



PR158

PR155



PR150

ARTISAN
PREMIER

60
'COLOURS'

'COLOURS' BIB APRON



ARTISAN COTTON CREDENTIALS

100% COTTON BIB APRON



20
COLOURS



PR102

DENIM

DIRECTIONS

DENIM CHEF'S JACKET
SIZE XS - 3XL



GREY DENIM

BLACK DENIM

PR660

PR665



WHITE

BLACK

PR665

PR664

PR660



BLACK & WHITE

CLASSICS

LONG & SHORT SLEEVE STUDDED CHEF'S JACKET
SIZE XS - 3XL

Vintage INSPIRED WORKWEAR

EST.
1999

MULLIGAN

CHECK COTTON
LONG SLEEVE SHIRT

MEN'S SIZES S - 3XL
LADIES' SIZES XS - 2XL

SEMI
FITTED



PR350

PR250

PR250

TAKE AN
ARTISAN APPROACH TO SERVICE
WITH 100% COTTON YARN DYED POPLINS

Vintage INSPIRED WORKWEAR

EST.
1999

SIDEHILL

CHECK COTTON
LONG SLEEVE SHIRT

MEN'S SIZES S - 3XL
LADIES' SIZES XS - 2XL

SEMI
FITTED



NAVY/RED

Vintage INSPIRED WORKWEAR

EST.
1999

GINMILL

CHECK COTTON
LONG SLEEVE SHIRT

MEN'S SIZES S - 3XL
LADIES' SIZES XS - 2XL



PR354



PR254



BLACK/WHITE

SEMI
FITTED

PR220

PR320

GINGHAM MICROCHECK LONG SLEEVE SHIRT
SIZES XS - 3XL

GINGHAM STYLES
FOR WORK AND PLAY



SEMI
FITTED

PR221

PR321

GINGHAM MICROCHECK SHORT SLEEVE SHIRT
SIZES XS - 3XL





PR200

PR300

POPLIN

LONG AND
SHORT SLEEVE

POPLIN SHIRTS & BLOUSES
MEN'S SIZES 14.5"/S - *23"/8XL
LADIES' SIZES 2XS - *8XL

(MEN'S 23"/8XL ONLY AVAILABLE IN SELECTED COLOURS)
(LADIES' 7XL & 8XL ONLY AVAILABLE IN SELECTED COLOURS)



30
COLOURS

PR202



CLASSIC
FIT

PR302



PR217

PR317

*CROSS DYE
BAR SHIRT*

BAR SHIRTS

CROSS DYE BAR SHIRT
SIZES XS - 3XL



PR206

PR306

*POPLIN ROLL SLEEVE
BAR SHIRT*

POPLIN ROLL SLEEVE BAR SHIRT
MEN'S SIZES S - 2XL
LADIES' SIZES XS - 2XL

*DENIM
BAR SHIRT*

PR222

PR322

DENIM BAR SHIRT
SIZES XS - 3XL

FRIDAY BAR SHIRT
SIZES XS - 2XL

PR214

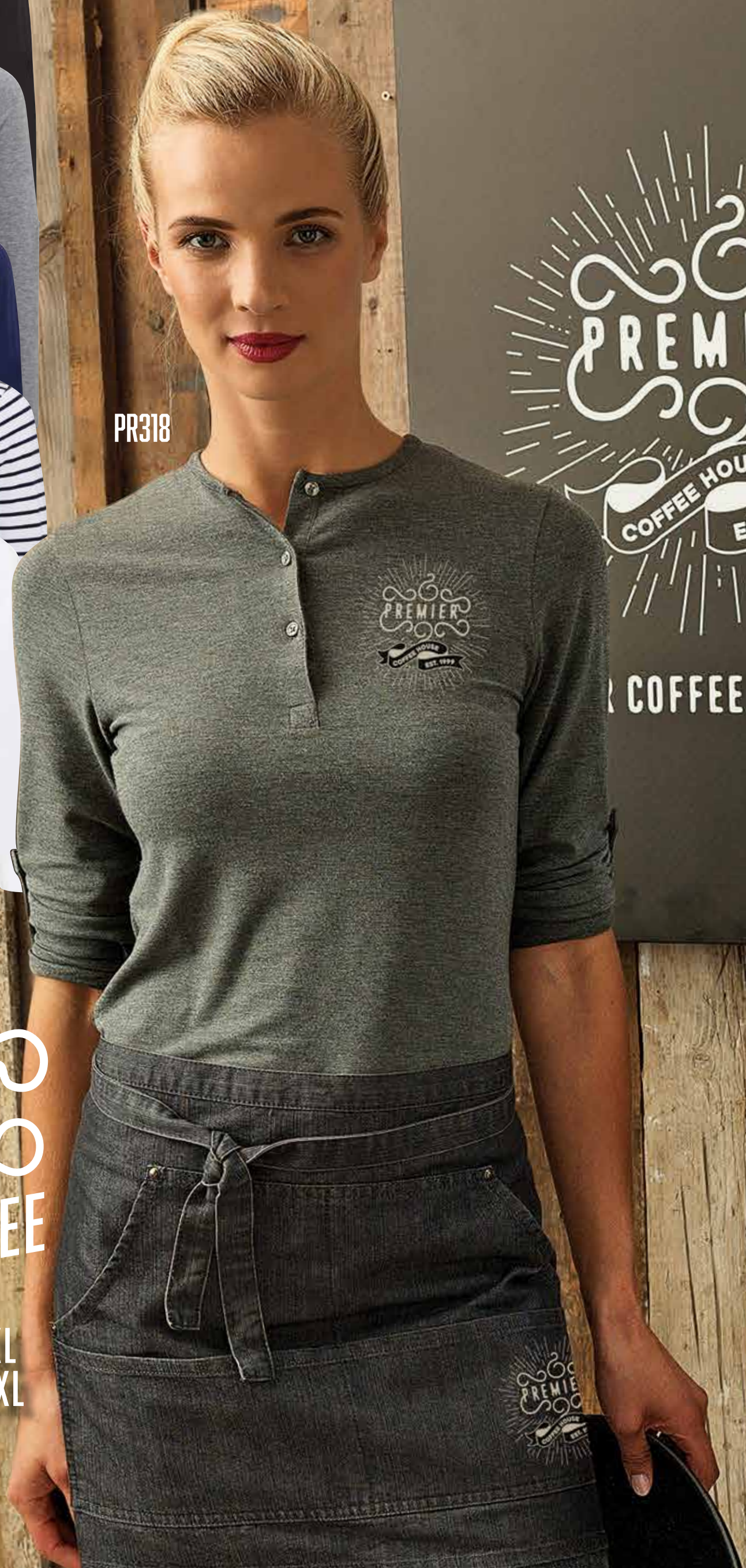
PR314

*FRIDAY
BAR SHIRT*





PR318



LONG-JOHN
ROLL SLEEVE TEE

MEN'S SIZES XS - 3XL
LADIES' SIZES XS - 2XL



PR218



FFEE.

BLEND

ARABICA
ROBUSTA
SAN AGUSTIN
GUATEMALA
KENYA
MALABAR
JAMAICA

2.40

2.90

3.10

2.40

PR630

PR632

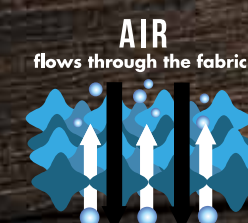
NEXT GENERATION PERFORMANCE

COOLPLUS® POLO

Mornin' Joe
COFFEE SHOP

COOL®
CHECKER **Plus**

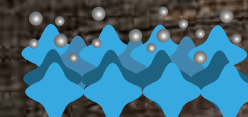
- SHAPED TO FIT
- FAST DRY
- ANTIMICROBIAL
- COOLPLUS WICKING FIBRE
- 60°C WASH PERFORMANCE
- SNAG & CREASE RESISTANT



MOISTURE
drawn away from the skin.



FIBRE
that uses surface dimensional
channel technology.



Silvadur™
ANTIMICROBIAL
which releases silver ions that
destroy the bacteria that
causes odour, material
degradation and discolouration.

COOLCHECKER PLUS
PIQUE POLO - COOLPLUS®
MEN'S SIZES S - *6XL
(6XL ON SELECTED COLOURS ONLY)

LADIES' SIZES XS - **4XL
(**3XL & 4XL ON SELECTED COLOURS ONLY)



16
COLOURS

L (REGULAR 31" & LONG LEG 34")

CAME

ARTISAN

APRONS

SHIRTS

POLOS/TEES

CHEFSWEAR

