

Branded tweed waistcoats and short-waist aprons, front-of-house and all tied up

THE
**COACHING
INN GROUP**
FOOD | DRINK | ROOMS



“ I would like to thank you for the service you have provided, you have gone above and beyond. ”

- Procurement Manager, The Coaching Inn Group

CORPROTEX APPAREL
Corporate Clothing & Workwear

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Background

Based in Lincolnshire, The Coaching Inn Group, formerly known as the Bulldog Pub Company, operate 11 traditional hotels in quaint and historic market towns across England and Wales, in areas of outstanding beauty and cultural interest such as the Cotswolds, and the shire counties of Yorkshire in the north and Leicestershire in the Midlands.

The business specialises in identifying under-performing establishments that have turnaround potential. Starting with a refurbishment, and new management, the businesses are improved to the high hospitality standard on which The Coaching Inn Group have built their reputation.

With an existing staff uniform that included off-the-shelf printed t-shirts, the time was right for the group to refresh the visual impact of their front-of-house staff across all of their sites.

Challenge

The client brief for their new hospitality staff uniforms stated that they needed to have visual impact and a professional look that was on-brand, and echoed the heritage and values of the company. Their preference was for a uniform that included tweed as the dominant fabric, and that all other fabrics should complement the tweed.

With the refurbishment of the Group's latest hotel in Richmond, North Yorkshire, moving at a pace, the new uniform needed to be designed, manufactured to the highest standards and delivered within budget, in time for the impending launch.

Solution

Our in-house design and account management teams offered advice, alternative solutions and presented a number of options, ensuring that they not only fitted the client budget (we improved on the prices of a competitor by approx. 25%) and brief, but were also practical as well as on-trend and fashionable.

The client agreed that a smart and stylish, retail style, tailored waistcoat, that suited both men and women, with a complementary, colour co-ordinated short-waist apron would be the perfect solution.

Working closely with the client's existing branding and complementary colour palette, we used fabric swatch books to decide on the exact colour and style of tweed, which then had to be specially woven.

Our production team selected a Yorkshire based weaver called Marton Mills to produce a stylish tweed for the waistcoats. The tweed, used on the front of this unique and completely tailor-made men's and women's waistcoat, was perfectly complemented by the satin back and other materials used.

Results

For the make-up and manufacture of the waistcoats, we created a graded pattern for each size, going beyond the norm to produce 11 sizes (6 men's and 5 women's), and as a result of the preparation and planning that went into this project, the final production and delivery went precisely to plan: on time, on budget and to the client's complete satisfaction.

Just one month after the initial supply of these beautiful tweed waistcoats and complementary short-waist aprons, a repeat order was made to fulfil the client's projected uniform need.



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