

Latest Trends in Hotel Uniforms

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Abstract: *Uniforms are the outfits of specific designs used to generate a sense of honour, pride and belongingness among the staffs. In order to make the hotel industry look more professional, starting from the time the guest comes to the hotel till they check out, all the staffs should look confident and smart. This is possible only when the uniforms are efficiently designed. The purpose of the research is to find out the new ideas being followed in designing of uniforms in hotels as well as its importance in hospitality industry. In many establishments, a uniform is an essential component of the business. In the past, the only purpose of uniforms was to identify a person's occupation or home ownership. As time has progressed, uniforms have evolved into the catalyst for corporations branding and marketing and are now considered within many luxury brands and organizations, as the heart of the company..*

Keywords: Uniform, hotel, design, hospitality industry

I. INTRODUCTION

The needs of the staff members in various roles within the hotel might be met by uniforms. Uniforms can fulfill the need of the staffs at various levels like strategic and operational levels. Starting at the strategic level which suggests that in order to enhance social interaction among the organisation, a comfortable atmosphere must be created (Daniel K, 1996). It indicates that uniforms portraits a unique image which represents the culture of the organisation which ultimately creates a positive impact on the behavior of the staff and also motivates them to improve their performance (Earle H, 2003). Conversely, the operational level indicates that staff uniforms should be designed with the utility of the items in mind, so that they are appropriate for the work that the staff members are doing.

Hotel uniforms largely contribute to differentiating the hotel staffs and guests; enhances staff satisfaction and increases their commitment towards work (Dipietro RB, 2008, Nelson K, 2000). Uniforms play an important role in expressing the image of the organization and enhancing marketing activities specially through advertising through electronic media which describes how efficient, well groomed and confident the staffs are in serving the guests. Hence special attention is needed while designing uniforms of the staffs. The uniform design will be successful if there is right balance between the decor of the organization, new trends, fashion, ergonomics, comfortable to wear, safety and aesthetic appeal (Sonja Sterman, 2011).

It has been determined that the first uniforms date back to the middle Ages. With liveries providing the earliest identifiable outfits. The uniforms known as liveries were worn by servants to signify their rank. Originally, these were embroidered badges that served as emblems of their family or royalty. These badges continued to evolve over time, eventually giving rise to apparel designed in the house's colours and emblem.

By the turn of the 20th century, wearing a uniform had become a privilege rather than just a means of categorizing servants. As a result, customers can now be persuaded to trust a company by its uniform. Business uniforms are no longer limited to serving as a symbol for a company, association, or badge. They have evolved into useful tools for projecting the image and brand of an organization. They have the power to improve corporate organizations' branding and marketing.

Objectives

- To study factors affecting hotel uniform designing.
- To study latest trends in hotel uniform.

II. RESEARCH METHODOLOGY

This research paper is based on secondary data. The data is collected from research journals magazines & internet websites. The method used in this research is Descriptive Analysis.

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III. REVIEW OF LITERATURE

(According to a 2013 research titled "First Impression and the Reference Encounter: The Influence of Clothing,") wearing colours like blue, green, tan, and brown conveys a person's dependability and trustworthiness, making them suitable choices for these roles. It's noteworthy to notice that these colours, which are warm hues, also minimize formality in an outfit.

2. Throughout history, uniforms have been important. In this blog, Studio 104 examines their special connection to high fashion. We will explore the relationship between uniforms and fashion, looking at their social function and impact on the high fashion industry. A remarkable paradox exists in the way uniforms serve their intended function while simultaneously standing out as markers of authority and identity. Originally intended for practical purposes, details like gold braiding, golden buttons, epaulettes, and camouflage patterns have found their way into the world of haute couture. For those who wear them, school uniforms have a unique meaning since they frequently influence how they feel about clothing and who they are as children and teenagers. Designers have frequently experimented with the signature elements of the school uniform, from blazers top pleated skirts. Strong colours, eye-catching stripes, and typography that exudes strength and power are the main features of athletic wear. A fascinating history is shown by the interaction between high fashion and uniforms. Whether they are for the military, sailors, schools, or sports, uniforms have practical as well as symbolic uses. They have influenced the world of fashion, with designers incorporating their distinctive elements into their creations.

(Stefanie Tschirky – Senior Designer Studio 104, UK)

3. When designing a bespoke uniform there are many aspects which we are to consider. The three most overarching elements are practicality, durability, and a strong aesthetic. To create this strong aesthetic, we must focus on the individual client as well as their brief, building renders, branding guidelines, historical stories, interior design and so on. It is during this information-gathering stage that we begin to dig deeper and ask the right questions to ensure we meet the needs of the brief.

(Beth - Studio 104 Designer, UK)

4. **(Ms. Ritika, Front Office Manager at Eros Hotel New Delhi, India)** the importance of the uniform was underlined. Employees, in her opinion, serve as the hotel's brand ambassadors in an effort to leave a positive impression on visitors. The staff members should always be dressed professionally in a well-fitting, tidy uniform. Employees from various ethnic and socioeconomic backgrounds may work together without any obstacles when they wear uniforms, which also help them seem like a team.

5. **(Singh, 2013)** Wearing a uniform makes hotel workers easier to recognize and, consequently, more personable. These days the hotels try hard to design a uniform that suits the hotel's brand image as well as reflects the culture of the city in which the hotel operates. Good uniforms make the employees look professional, smart and delightful to the eyes of the guests".

6. **(Chand, Uniform Matters in Food Service, 2015)** Customers establish opinions on uniforms based on their initial impression of the staff, who wears them as part of their overall customer experience. It is the clean, well-groomed workers that guests want to see, not their messy, ill-fitting clothes. For a restaurant, a well-designed consistent style is crucial since it supports the establishment's identity and image. Restaurants may increase sales by having a distinctive yet functional uniform style since staff uniforms have a big influence on customers. It also makes it easier for patrons to recognize staff in a crowded restaurant. Every worker who represents the restaurant proudly dons their uniform, making a positive first impression.

7. "The food service business has long used uniforms as a symbol of shared values. For the team to quickly identify the staff members and set them apart for the services they provide, it helps them stand out from the crowd. Every guest is a neat freak, and a well-groomed uniform is another symbol of hygiene and cleanliness. Their feeling of pride, confidence, and responsibility for the business and the visitors they serve are all heightened by it. Since they represent their respective prestigious companies and conceal their individuality, those in uniform are supposed to be disciplined. Added **Mr. Shivam Porwal**", Assistant Sales Manager, Hilton Garden Inn, Gurgaon. **(Porwal, 2015)**

8. The majority of hotels, corporations, and other organizations do have nice uniforms, but our culture is still so rich that a holistic designer may provide further one such designer that uses a comprehensive approach to uniform design is **Mr. Zubin Mehta, MD & CEO of Uniforms Unlimited. (2015).**

Uniform in Hotel

"Of a similar form or character to another or others" is the definition of "uniform." They have always provided a method for someone to feel included in a larger group. They can foster a sense of unity and self-worth in the wearer. A well-fitting uniform helps the team as a whole stay cohesive and focus on a common goal. All things considered, the idea of a uniform boils down to unity. With matched attire conveying a sense of oneness among everybody.

"The feeling of belonging to a team among service workers in uniform may cultivate a sense of pride in their work and organization. The restaurant business uniform is one way to instil a feeling of equality in the workplace, which may improve team spirit and ultimately overall efficiency, just like defence personnel or sports teams feel pride and honour in their uniform and experience a sense of team spirit. (Chand, Uniform Matters in Food Service, 2015)

Colour Theory in Uniform Design

While cold colours like navy, greys, black, white, and minty tones tend to heighten formality, warm colours like tans, burgundy, oranges, yellows, mid-blues, and grassy greens tend to diminish it. On sometimes, though, formality isn't the most crucial component of a uniform. It could be more crucial for someone working in guest relations, reception, or hosting to project an image of friendliness, approachability, and warmth—that is, to be available to help and greet.

We could also choose to use colour to convey a sense of peace or enthusiasm, depending on the surroundings. A modern restaurant with a bustling bar, for instance, would want to create a vibrant, upbeat atmosphere. For this, tones in the range of yellow to red would be ideal. Given that orange is a cheerful colour and that deeper rust tones complement a variety of skin tones, this may be a fantastic choice for the hostess dress. In a similar vein, a spa receptionist would look best in green, blue, or white. Green signifies safety, freshness, and harmony; white is connected to cleanliness and perfection; and blue has been shown to have a relaxing impact.

Choose the Right Fabric for Your Uniform

Practicality

The sort of labour you will be doing should be your first consideration when selecting the fabric for your work wear. Selecting the appropriate fabric will enable employees to do the task without stress. To create the ideal design and technical requirements for premium uniform clothing, it is essential to understand body size

Use Polyester / Cotton Blend Fabrics

Blends of polyester and cotton are a common choice for uniforms and are particularly beneficial for workers in both indoor and outdoor conditions. With the additional advantages of polyester and the comfort and breathability of cotton, this combination offers the best of both worlds. Fabrics mixed with polyester repel stains and wrinkles. They are also more stain-resistant and retain their form better. For all seasons, use a mid-weight fabric for this.

Use Twill

Because of its high thread count, durability, and resistance to creases from its thickness, twill fabric is a popular option for work wear clothes. Spills at home or on clothing are more readily concealed since twill textiles' direction of pattern helps conceal dirt and stains from view, making them less noticeable. For uniformity, this weave works well on many types of materials.

Use Poly cotton

This combination of cloth is soft, long-lasting, breathable, and ideal for shirting. Given how frequently each item of clothing is worn, uniforms are naturally sustainable, but finding the appropriate materials and locating manufacture locally are equally important.

Test your fabrics

Fabric and garment testing is a crucial step in the clothing production process. Delivering something that feels nice, wears well, and looks good all depends on this. The key tests to be mindful of are:

Dimensional stability to washing and dry cleaning to ensure minimal shrinkage

Tear strength: to prevent clothing from ripping when stressed

Colour fastness – To ensure the colour does not transfer when washing

Pilling – To ensure pilling does not occur under intense rubbing

Seam slippage – To ensure the seams are secure and do not come apart when wearing

Trends in hotel uniforms

Customization is a key component of a successful uniform design. There is a season for everything and a trend for every season. Included is work attire! Especially in the hotel sector, where it's necessary to constantly replenish workers' job attire to keep it neat, secure, and professional. Additionally, the employees of your café, restaurant, or hotel, along with the clothes they wear, serve as the public face of the business; when they look attractive, customers are more likely to make a reservation.

1. Comfort is essential

When it comes to professional attire, comfort is crucial. It must be dependable that your professional attire is wearable, resilient, and long-lasting. Employees need clothing that will keep them cool in extreme temperatures and outside weather. should be aware that, in comparison to clothing purchased for daily use, uniforms are often worn more frequently and occasionally in more difficult situations. Staff uniforms set the tone for your expectations for customer care and make a lasting impression. Accept being easygoing, personable, and cool, but make sure it still works and sets your employees apart from your customers.

2. Customised Uniform

Initially, the hotels prioritized putting a classic style on the uniforms. However, following discussions with the hotel workers, they are currently working toward incorporating designer customized uniforms. "If you are embarrassed to be seen in your uniform, chances are very high that you are not going to make an effort to be seen by the public, nor are you apt to go out of your way to assist a guest" said in Sheehan (2003). As a result, the customized uniforms should meet the needs of the employees.

3. Addition of vibrant colours

The designers had taken into considerations about more of the vibrant colours to the uniform which was not the case in the earlier days. In the earlier days mostly the general light or black and with coloured uniforms has shifted to more vibrant colours. Such colours have been introduced in designing scarves, embroidered items etc. Even bright shades of colour like citrus, blue, green etc has also made their in the modern uniforms for the hotel staffs. Even the traditional colours of the suit are also changing to charcoal grey or to some other shades of grey. Adomaitis and Johnson (2005) mentioned that the behaviour of the staffs changed when they wore uniforms of different colours

4. Wear-ability and comfort

Hotels are nowadays shifting from strict traditions of wearing bow ties or neck scarves to open collars or Chinese collars. Special attention has been provided to the level of comfort been provided to the hotel staffs while designing their uniform. Moreover the traditional concept of wearing the hard box type shoes has been shifted to flat soft comfortable one so that they can stand and work comfortable for prolonged time period. Even the staffs also fail to perform their tasks effectively if they wear uncomfortable and ill-fittings uniform which will have a negative impact on the satisfaction level of the guests (Sheehan, 2003).

5. Local flair

Hotels are more focused on incorporating the local culture into the staff uniform designs. As a result, visitors may experience the spirit and vibe of the location they have visited. These distinctive uniform patterns are noticeable in heritage buildings where visitors may even observe the local ethnicity through the staff members' traditional attire.

6. Providing monochromatic look

Nowadays the designers suggest monochromatic and single colour look from top to bottom to add simplicity and sophistication to the overall look of the uniform. Earlier the uniforms were designed with two colours to clearly distinguish the upper part of the body with the lower part. However the designers now suggest single colour to the entire set of uniform. The colour of the uniform can be all black, all grey, all brown or all blue with different coloured accessories which suggest simplicity of wear.

7. Flexibility of wear

There are numerous new options available to the staffs in the present days. Rather than the traditional wear like sari, more options in pants and skirts are also available to the staffs. Instead of wearing the customary suit material, front desk staff members opt to wear skirts with jackets. Moreover the advanced technology had also provided the designers with the scope of designing uniforms which are easy to clean maintain and are more durable. Even the factor of style is well blended with the theme of the hotel which adds a unique sophisticated touch to the design of the uniform.

8. Blend of formal and casual look:

Hotel are moving away from the traditional conservative look and giving a tinge of casual look to the uniforms. Hence brings a blend of both formal and casual look to the modern uniform. This gives a relaxed and approachable look to the uniform and enthusiasm to the staffs to work effectively

9. Sustainability

As it should be, sustainability is a hot subject across many businesses and is not just a trend. To lessen your carbon footprint while designing a uniform program, choose more environmentally friendly materials like hemp, bamboo, or organic cotton. Choose garments that are well-made, long-lasting, and simple to maintain to cut down on the quantity of "throw-away" apparel that is created and the requirement to replace uniforms. You may be able to include sustainability into your brand narrative and use this as a way to tell your customers—especially those who have similar values—about it.

IV. CONCLUSION

It can be concluded that an elegant uniform designed with thoughtfulness can speak a lot about the organization. When the employees carry the uniform with pride and care, it gives a positive impression to the guests that they are aware of their brand. A well fitted uniform with style factor should be comfortable. The organization's culture and ethos are portrayed through uniforms. A traditional or local touch in design attracts the customers. Moreover the internal customers, the staff feel proud and self-esteemed in wearing the uniform they like and overall result will be more productivity and efficiency in operations. The right design which goes well with the taste of the customers and theme of the organization.

The advanced technology and fabrics has provided the designer at liberty to experiment with the uniforms which are elegant, practical and matches the theme of the hotel. Indian uniform patterns are moving toward combining traditional styling with contemporary elements. Additionally, the tendency is toward minimalist uniforms. Hoteliers prioritize uniforms that are stain-resistant, easy to clean, and long-lasting. "The majority of hotels, corporations, and other organizations have excellent uniforms, but there is still so much more to our culture that a holistic designer can contribute. Style factor matched with the theme every service industry is eager to provide uniforms liked both by the customers and employees to run the business successfully. Finally, it can be stated that service uniforms can add to the guest experience.

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