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# THE ARTISAN COLLECTION

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#### STYLING INSPIRATION AND BRANDING IDEAS FOR FRONT-OF-HOUSE TEAMS

#### APRONS SHIRTS & TEES CHEFSWEAR

### CONTENTS



#### APRONS

The must-have accessory for front-of-house and kitchen teams. Page 7 - 23



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Uniforms for the professionals. Page 39 - 43



### YOUR UNIFORM, YOUR WAY

Welcome to the latest edition of The Artisan Magazine, brought to you by Premier Clothing, the leading supplier of staff uniforms for the hospitality industry.

This is your industry and we know that you live it and breath it every day with a real passion for delivering exceptional service to your customers. Whether you are operating a large pub chain or running a lavish five-star hotel; baking in your bistro or serving street food, you've got your A-team, and we're here to dress them with the latest front-of-house fashions.

Aprons made with durable fabrics are embellished with quirky design accents for character and practicality, whilst our collection of shirts and tees work effortlessly to create that quintessential smart-casual look. There's also a collection of classic chefswear for the talented team in the kitchen and for those who need to identify as a culinary professional at corporate, mobile or private events.

We understand that customers like to see wholesome fayre on the menu with local, organic and homemade produce, so why not serve it to them dressed in uniforms that boast a similar wholesome story, with organic, fairtrade and recycled styles.

We've got a lovely feature that looks at how our supply chain comes together to deliver beautifully branded uniforms for your business, with a spotlight on Neighbourhood Bakehouse in Chester, who have recently enjoyed a Premier uniform makeover.

We hope you enjoy flicking through this magazine and find some inspiration for your own uniform makeover!

PR122 'Regenerate' Bib Apron, page 7, styled with PR219/PR319' Comis' Cotton Tee, page 25

Front cover: PR121 'Barley' Contrast Stitch Bib Apron, page 13, with PR219/PR319 'Comis' Tees, page 25.

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SINCE

PREMIER WORKWEAR







# Welcome to the **NEIGHBOURHOOD**

A branding story brought to you by Premier

id you know that everyday thousands of businesses provide their staff with Premier uniforms to serve up delicious food and drink to hungry customers? We are delighted to put the spotlight on one of these businesses as they invest in a uniform makeover for their team.

Introducing, Catherine Graham, owner of the Neighbourhood Bakehouse in Chester, who tells us a little bit more about her business and the inspiration behind her new uniform.

#### How long have you been running the Neighbourhood Bakehouse, Catherine?

We established the Bakehouse two years ago, right at the start of covid, then expanded into a larger premises next door just under a year ago.

#### You describe your business as an Artisan bakehouse, can you give us an idea of the type of food and drink you serve?

We've been selling sourdough bread since 2010, at our first business, long before it became a 'buzz word'. We love healthy eating and who doesn't love the smell of freshly baked breads? Our variety of homemade cakes are baked on site everyday and there is always a beautiful aroma coming from our bakehouse.



#### How many front-of-house and kitchen staff do you employ?

We have a wonderful pastry chef, four further chefs with a broad spectrum of international experience, along with a head chef who was trained in France. We have a wide array of food loving employees and one of our main questions during interview stage is, "Tell us what you love about food". Our team are so passionate and they are a mix of students to the more experienced catering professionals.

#### "Most of all the uniform must



and comfortable, in the evening, our cocktail makers sport the coolest denim bar aprons.

#### What do you look for when considering your uniforms?

Most of all the uniform must reflect our ethos of the business being that we are relaxed, approachable and passionate about what we deliver. Functionality plays an important

role here with pockets and easy fastenings. The colour and the cut of the fabric accentuates our casual approach to our way of dining.

> Branding is really important, and you chose to have your logo embroidered on to these styles.

How did you manage through Covid and have you noticed a difference in dining habits now?

We launched Neighbourhood Bakehouse during Covid in 2020! Fortunately for us, our business model was take away only at this time, selling fresh bread, cakes, coffee, sandwiches, local eggs, local milk, etc. When people were off school and work the biggest treat was to take a walk and buy some local goodies. We got to know so many of our neighbours so well, as they came each day as part of their walking routine.

4

reflect our ethos of the business being that we are relaxed, approachable and passionate about what we deliver"

Why do you think it's important to have a staff uniform in your venue?

I believe it gives a sense of pride and professional appearance. The casual uniform in the daytime is relaxed

Can you tell us about the logo?

Our branding signifies our heavenly produce, what better way than to identify this than with our beautiful angel wings.

On practical level how do you manage the laundering of your uniforms

We have in-house laundering service to be sure the best presentation of our team is delivered each and every day and our team absolutely love their new uniforms!



### A UNIFORM IN THE MAKING

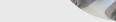
From the cotton fields to the bakehouse, we'd like to tell a short story about our uniforms.







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#### GARMENT MANUFACTURING

The fabric is received by our manufacturing partners where a team of skilled operatives, cut, stitch and press to create the final garment.

#### **UNIFORM ENQUIRY**

Neighbourhood Bakehouse want a brand-new staff uniform and make an enquiry with a Premier stockist for branded aprons, tees and chefs jackets. **READY TO SERVE** The team at Neighbourhood Bakehouse receive their brand-new uniform.

Creating uniforms to impress your customers is simple and affordable with Premier. If you would like your very own uniform makeover, please contact your local Premier stockist and they will be able to help guide you through the range and offer prices.

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If you do not have a Premier stockist, you can make an enquiry at, www.premierworkwear.com



# SUSTAINABILITY ROUND UP



#### WE ARE A MEMBER

Better Cotton<sup>™</sup> is the world's leading sustainability initiative for cotton. Their mission is to help cotton communities survive and thrive, while protecting and restoring the environment.

As a Better Cotton<sup>™</sup> member we are helping to support this mission.



#### WE ENCOURAGE ORGANIC FARMING

We are supporting farmers who are transitioning their farms to organic production by purchasing their cotton, which is in-conversion.

We understand that transitioning to organic takes time.



#### WE SUPPORT PRODUCERS

The FAIRTRADE Cotton Mark means that all of the cotton in the garment is Fairtrade certified, traded, audited and sourced from Fairtrade producers.



#### WE USE RECYCLED COTTON Cotton derived from denim fabrics which have been

We are supporting Fairtrade farmers by purchasing their cotton.

broken down and regenerated to form a new garment.

We give denim textiles a new lease of life.



6

#### WE SOURCE IT

Organic agricultural standards require the cotton crop to be produced without toxic pesticides and synthetic fertilizers and with considerably less water than conventional cotton.

We are sourcing Organic Cotton to help reduce our carbon footprint.

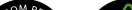


#### WE REUSE POST-CONSUMER PLASTICS

Polyester made from recycled plastics means less extraction of raw materials and carbon emissions.

We are helping to keep plastic away from oceans and landfill.





## **'REGENERATE'** BIB APRON



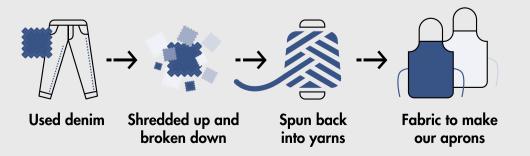
PR 122





Made from recycled cotton, with a element of recycled polyester for stability through the fabric.

#### FROM JEANS TO APRONS











# JEAN STITCH

#### DENIM APRONS

PR126 JEAN STITCH DENIM BIB APRON PR125 JEAN STITCH DENIM WAIST APRON 70% Cotton, 30% Polyester

#### R PREMIER UNIFORMS THAT WORK FOR YOU

Styled with PR218/PR318 'Long John' Roll Sleeve Tees, page 24

PR 125



PR 126







PR134 'DISTRICT' WAXED-LOOK BIB APRON

100% Cotton with acrylic coating



100% Cotton with acrylic coating

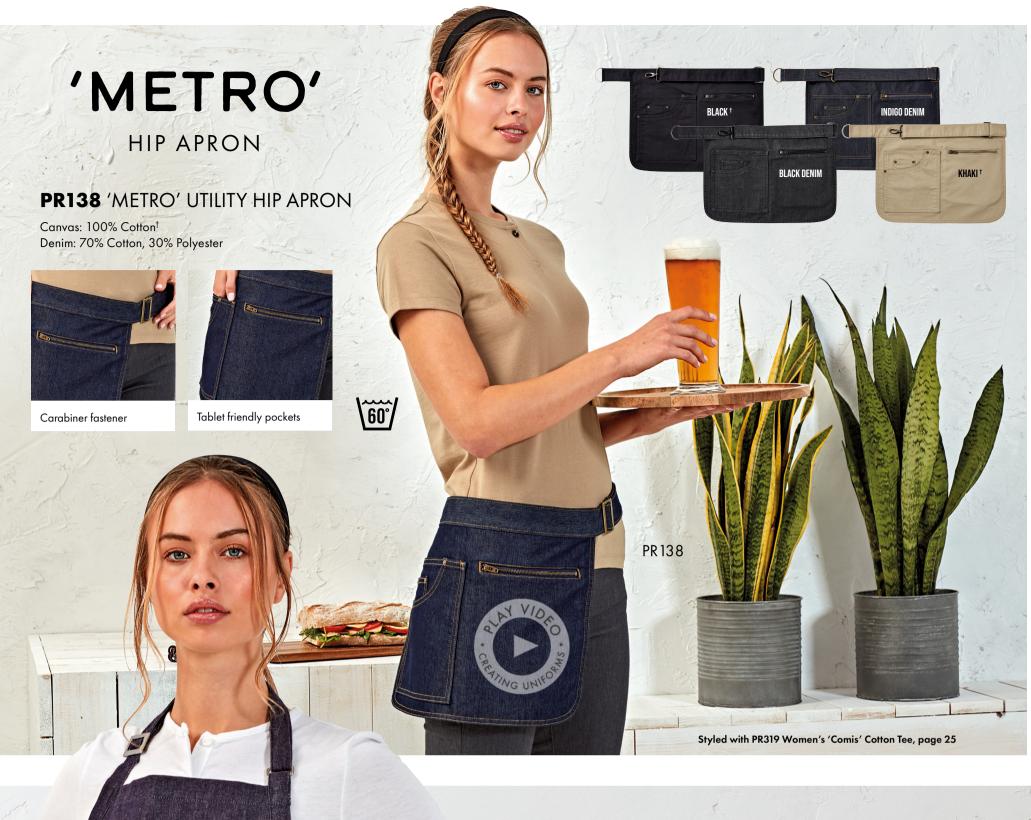
# WAXED-LOOK

#### COTTON APRONS



11

Aprons styled with PR319/PR219 'Comis' Cotton Tees, page 25



M HANDCRAFTED

### DENIM COTTON BIB APRON

Styled with PR318 Women's 'Long-John' Roll-Sleeve Tee, page 24

BLACK DENIM INDIGO DENIM BROWN DENIM

Antique brass/gunmetal buckle on neckband



<u>.....</u>



#### CERTIFIED ORGANIC COTTON





Certified by Control Unio CB-CUC-1119398

#### PR113 DENIM COTTON BIB APRON ORGANIC & FAIRTRADE CERTIFIED

100% Cotton, Organic & Fairtrade Certified





### **'BARLEY'** CONTRAST STITCH BIB APRON





#### **PR121** 'BARLEY' CONTRAST STITCH BIB APRON

65% Recycled Polyester, 35% Cotton

Global Recycled Standard

Certified by Control Union CB-CUC-1119398









Styled with PR219 Men's 'Comis' Cotton Tee, page 25

> Global Recycled Standard

CB-CUC-1119398

PR 120

### RECYCLED POLYESTER & ORGANIC COTTON

#### BIB APRON

**PR120** RECYCLED POLYESTER & COTTON BIB APRON, ORGANIC & FAIRTRADE CERTIFIED

65% Recycled Polyester, 35% Cotton, Organic & Fairtrade Certified

'CHINO'

COTTON APRON





Styled with PR218 Men's 'Long-John' Roll-Sleeve Tee, page 24

14

Press stud fastening on neckband

#### PR132 'CHINO' BIB APRON

100% Cotton

BLACK

DARK GREY

NAVY

RED

PR132

WHITE







C

# 'ESPRESSO'

#### **BIB APRON**



UNIFORMS THAT WORK FOR YOU

PR 123

KHAKI/BROWN

15

#### PR123 'ESPRESSO' BIB APRON

65% Polyester, 35% Cotton with Faux Leather trim



Styled with PR318 Women's 'Long-John' Roll-Sleeve Tee, page 24

# 100% COTTON

ORGANIC IN-CONVERSION





#### **PR102** 100% COTTON, ORGANIC IN-CONVERSION 100% In-Conversion Organically Grown Cotton

"We are supporting farmers who are transitioning their farms to organic production by purchasing their cotton, which is in-conversion"



Contains 100% OCS Certified Organically Grown In-Conversion Cotton Certified by Control Union CB-CUC-1119398



# 'ANNEX'

#### OXFORD APRON

#### PR144 'ANNEX' OXFORD BIB APRON

**60°** 

100% Cotton, yarn-dyed Oxford Weave



PR144

FRESHLY

Styled with PR319 Women's 'Comis' Cotton Tee, page 25







#### PR112 COTTON BIB APRON PR114 COTTON WAIST APRON

100% Cotton, Organic & Fairtrade Certified







Choose alternative apron straps for an individual look.





#### PR129 CROSS-BACK 'BARISTA' BIB APRON

Canvas: 100% Cotton

Denim: 70% Cotton, 30% Polyester<sup>†</sup>

#### **PR119** CROSS-BACK INTERCHANGEABLE **APRON STRAPS**

19

Denim, Striped and Faux Leather choices







# 'CALIBRE' APRONS

#### 100% COTTON CANVAS



BLACK	NATURAL
NAVY	КНАКІ

PR 131

DARK GREY









BURGUNDY

PR131 'CALIBRE' WAIST APRON PR130 'CALIBRE' BIB APRON PR137 'CALIBRE' POCKET APRON

100% Cotton Canvas







21

Styled with PR219/PR319 'Comis' Cotton Tees, page 25 and PR318 Women's 'Long-John' Roll-Sleeve Tee, page 24

# A SPLASH OF COLOUR

#### WITH UP TO 62 SHADES TO CHOOSE FROM

Outfit 3

Outfit 4

Outfit 5

### **BIB, POCKET & WAIST STYLES**

Outfit 1: PR319 Women's 'Conis' Cotton-Rich Tee, page 25, PR158 'Colours Collection' Waist Apron with Pocket, opposite, PR570 Women's Performance 'Chino' Jeans, page 36 Outfit 2: PR252 Men's 'Maxton' Check Long Sleeve Shirt, page 29, PR150 'Colours Collection' Bib Apron, below, PR560 Men's Performance 'Chino' Jeans, page 36 Outfit 3: PR200 Men's Long Sleeve Poplin Shirt, page 30, PR154 'Colours Collection' Bib Apron with Pocket, below, PR560 Men's Performance 'Chino' Jeans, page 36 Outfit 4: PR218 Men's 'Long-John' Roll-Sleeve Tee, page 24, PR151 'Colours Collection' Mid-Length Apron, opposite, PR560 Men's Performance 'Chino' Jeans, page 36 Outfit 5: PR352 Women's 'Maxton' Check Long Sleeve Shirt,page 29, PR155 'Colours Collection' 3 Pocket Waist Apron, opposite, PR570 Women's Performance 'Chino, Jeans, page 36



#### **PR150** 'COLOURS COLLECTION' BIB APRON

Adjustable buckle on neckband

Outfit 1

Outfit 2





#### **PR154** 'COLOURS COLLECTION' BIB APRON WITH POCKET

Tablet friendly centre pocket with combined pen slot

SILVER

MARINE BLUE	FUCHSIA	YELLOW	WHITE*
NAVY	MAGENTA	LEMON	SILVER
INDIGO DENIM	HOT PINK	LIME	GREY DENIM
BLUE DENIM	RASPBERRY CRUSH	OASIS GREEN	SAGE
CYAN	RED	MOSS GREEN	STEEL
LIGHT BLUE	SALSA	OLIVE	BLACK DENIM
PEACOCK	STRAWBERRY RED	AQUA	DARK GREY
MID BLUE	ORANGE	DUCK EGG BLUE	CHARCOAL
SAPPHIRE	TERRACOTTA	TURQUOISE	BLACK*
LILAC	CHESTNUT	TEAL	
LAVENDER	BROWN	EMERALD	
PURPLE	MOCHA	KELLY	
RICH VIOLET	MUSHROOM	PISTACHIO	
AUBERGINE	LATTE	APPLE	
BURGUNDY	KHAKI	BOTTLE	



ROYAL	SUNFLOWER	SAGE
MARINE BLUE	TERRACOTTA	GREY DENIM NEW
BLUE DENIM NEW	ORANGE	DARK GREY
MID BLUE	CHESTNUT	CHARCOAL NEW
SAPPHIRE	CAMEL NEW	BLACK DENIM NEW
TURQUOISE	КНАКІ	BLACK
TEAL	latte NEW	BROWN
DUCK EGG NEW	NATURAL	AUBERGINE
APPLE	WHITE	BURGUNDY
EMERALD	AQUA	RED
BOTTLE	LIGHT BLUE	STRAWBERRY RED
MOSS GREEN	LILAC	HOT PINK
OASIS GREEN	PINK	FUCHSIA
OLIVE	RICH VIOLET	ROSE
мосна	PURPLE	



\*Black & White available in extra large size.





**PR158** 'COLOURS COLLECTION' WAIST APRON WITH POCKET

Centre pocket with combined pen slot



ROYAL

**PR151** 'COLOURS COLLECTION' MID-LENGTH APRON 90cm self-fabric ties

OASIS GREEN OLIVE

NAVY	SUNFLOWER
TURQUOISE	LIME
PURPLE	OLIVE
PINK	AQUA
HOT PINK	EMERALD
FUCHSIA	BOTTLE
BURGUNDY	SAGE
RED	WHITE
ORANGE	SILVER
BROWN	DARK GREY
КНАКІ	BLACK

NATURAL



#### **PR155** 'COLOURS COLLECTION' 3 POCKET WAIST APRON

Three open pockets

MARINE BLUE	LIME	AQUA	
NAVY	SUNFLOWER	TEAL	
TURQUOISE	NATURAL	EMERALD	
SAPPHIRE	KHAKI	APPLE	
PURPLE	MOCHA	BOTTLE	
RICH VIOLET	RED	SAGE	
AUBERGINE	STRAWBERRY RED	WHITE	
HOT PINK	ORANGE	SILVER	
PINK	TERRACOTTA	STEEL	
FUCHSIA	CHESTNUT	DARK GREY	14
BURGUNDY	BROWN	BLACK	9







PR219

# 'COMIS'

3

COTTON TEE



PR319

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#### COTTON RICH FOR SOFTNESS WITH RECYCLED POLYESTER FOR DURABILITY

#### PR219 MEN'S 'COMIS' COTTON TEE Sizes: S/34" - 3XL/54"

#### PR319 WOMEN'S 'COMIS' COTTON TEE Sizes: XS/8 – 2XL/18

<sup>t</sup>Grey Marl does not contain recycled polyester







# JEAN STITCH

#### DENIM SHIRTS

PR222 MEN'S JEAN STITCH DENIM SHIRT Sizes: XS/30" - 3XL/54" PR322 WOMEN'S JEAN STITCH DENIM SHIRT

Sizes: XS/8 - 3XL/20



	$\bigcirc$
40°	100% COTTO

ORGANIC

#### CHAMBRAY SHIRTS



FAIRTRADE

COTTON

PR347

#### **PR247** MEN'S CHAMBRAY SHIRT ORGANIC & FAIRTRADE CERTIFIED

Sizes: S/34" - 3XL/54"

#### **PR347** WOMEN'S CHAMBRAY SHIRT ORGANIC & FAIRTRADE CERTIFIED

Sizes: XS/8 - 3XL/20







VID

PR247

# 'MULLIGAN'

#### BAR SHIRT



PR250





NAVY/WHITE

PR250 MEN'S 'MULLIGAN' LONG SLEEVE SHIRT Sizes: S/34" - 3XL/54"

PR350 WOMEN'S 'MULLIGAN' LONG SLEEVE SHIRT Sizes: XS/8 - 2XL/18

PR354

# 'GINMILL'

BAR SHIRT

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

PR254



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

#### **B PREMIER** UNIFORMS THAT WORK FOR YOU

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

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

PR221

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PR321



# MICROCHECK

#### GINGHAM SHIRTS

**PR220** MEN'S LONG SLEEVE MICROCHECK GINGHAM SHIRT Sizes: XS/30" – 3XL/54"

**PR320** WOMEN'S LONG SLEEVE MICROCHECK GINGHAM SHIRT Sizes: XS/8 – 3XL/20









NAVY

NATURAL

### CLASSIC

**PR200** MEN'S LONG SLEEVE POPLIN SHIRT Sizes: 14.5"/37cm - 23"/59cm

**PR300** WOMEN'S LONG SLEEVE POPLIN SHIRT Sizes: 2XS/6 - 8XL/30

**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 SLIM FIT

**PR204** MEN'S LONG SLEEVE SLIM-FIT POPLIN SHIRT Sizes: 14.5"/37cm - 17.5"/44.5cm





### SUPREME

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

**PR307** WOMEN'S LONG SLEEVE SUPREME POPLIN SHIRT Sizes: 8/XS - 26/6XL

LIGHT BLUE

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

TING UNIFC

**PR309** WOMEN'S SHORT SLEEVE SUPREME POPLIN SHIRT Sizes: 8/XS - 26/6XL

### STRETCH FIT

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



PR346



30

**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





#### CLASSIC LONG AND SHORT SLEEVE POPLIN SHIRT IN UP TO 27 COLOURS



'GRANDAD'

SHIRT

PR258

NAY VID

CREATING UNIFC

PR625

**PR258** MEN'S BANDED COLLAR 'GRANDAD' LONG SLEEVE SHIRT Sizes: XS/30" - 3XL/54"

WHITE

**PR358** WOMEN'S BANDED COLLAR 'GRANDAD' LONG SLEEVE SHIRT Sizes: XS/8 - 2XL/18



WHITE

# HERRINGBONE

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PR358

E

WAISTCOAT



PR626



#### **PR625** MEN'S HERRINGBONE WAISTCOAT

Sizes: XS/32" - 2XL/52"

### **PR626** WOMEN'S HERRINGBONE WAISTCOAT

\<u>30°</u>

Sizes: XS/8 - 2XL/18





# **ROLL SLEEVE**

BAR SHIRT



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

**PR306** WOMEN'S ROLL-SLEEVE POPLIN SHIRT Sizes: XS/8 - 2XL/18

### '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



# 'ARTISAN'

#### FLEECE GILETS & JACKETS



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SINCE

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**PR823** MEN'S 'ARTISAN' FLEECE JACKET Sizes: S/34" - 3XL/54"

#### **PR824** WOMEN'S 'ARTISAN' FLEECE JACKET Sizes: XS/8 - 3XL/20





# CHINO

JEANS

### COMFORT STRETCH



**PR560** MEN'S PERFORMANCE 'CHINO' JEANS Sizes: XS/30" – 4XL/44"

**PR570** WOMEN'S PERFORMANCE 'CHINO' JEANS Sizes: XS/8 – 5XL/24





### **PR562** MEN'S PERFORMANCE 'CHINO' SHORTS

Sizes: XS/30" - 4XL/44"

**PR572** WOMEN'S PERFORMANCE 'CHINO' SHORTS

Sizes: XS/8 – 5XL/24



# MIX & MATCH

Have fun choosing colours, fabrics, prints and patterns to create your very own individual look.





### EASY FASTENING

#### STUDDED CHEF'S JACKETS

**PREMIER** UNIFORMS THAT WORK FOR YOU

e ENGAGÉS. de Culture PASSI

#### **PR665** LONG SLEEVE STUDDED CHEF'S JACKET Sizes: XS/30" - 3XL/54"

**PR664** SHORT SLEEVE STUDDED CHEF'S JACKET Sizes: XS/30" - 3XL/54"







# CLASSIC

CHEF'S JACKETS

PR657

.

(23)

(22)

AN VIDEO

WG UNIFO

- 19



#### **PR657** LONG SLEEVE CHEF'S JACKET

Sizes: XS/30" - 4XL/58"



#### **PR656** SHORT SLEEVE CHEF'S JACKET

Sizes: XS/30" - 4XL/58"

40





NAY VIDEO

PR656



COOL

C H E C K E R®

0 0



OEKO-TEX®

STANDARD 100

**60°** 



Coolchecker® mesh back panel for breathability through the fabric





### ZIPPED



PREMIER Chocolate CLASSIC DENIM STYLE



# <image><section-header>

### CHEF'S TROUSERS



OUTFIT 1: PR906 Chef's Zipped Jacket, page 42, styled with PR144 'Annex' Oxford Bib Apron, page 17. OUTFIT 2: PR660 Denim Chef's Jacket, page 42, styled with PR121 'Barley' Contrast Stitch Bib Apron, page 13. OUTFIT 3: PR656 Classic Chef's Jacket page 40, styled with PR135 'Division' Waxed Look Denim Waist Apron, page 10. OUTFIT 4: PR900 'Essential' Chef's Jacket, page 41, styled with PR137 'Calibre' Pocket Bib Apron, page 20









