

UDC 687.3

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PROMOTION OF THE CORPORATE STYLE IN THE DEVELOPMENT OF UNIFORMS FOR WAITERS

Purpose. *The creation of the uniform for waitresses based on the concept of promoting the corporate style by combining functional and aesthetic aspects.*

Keywords: *waitress uniform, restaurant, corporate style, functionality, aesthetics*

Objectives. Elaboration of the concept of female uniforms, which in addition to presenting the unique design that is consistent with the restaurant/restaurant logo, also have the necessary functionality to facilitate the performance of certain activities within the waiter profession.

Methodology. Visual-analytical, combinatorial methods and morphological analysis were used to perform the task.

Research results. Waiters are the calling card of the restaurant, so they should always be in their best shape. Usually, the most common dress code for waitresses is button up blouses with button closures, dark-colored pants or skirts (most often black), and non-slip shoes [1] (fig. 1). The waiter job itself requires continuous movement, that's why the materials from which the uniforms are made must necessarily be hygienic materials in which the skin can breathe, such as cotton - a breathable and hypoallergenic natural material that is comfortable, easy to wash and iron; Polyester - synthetic material that is resistant and durable to stains and wrinkles; or even cotton and polyester blend. The apron is an aspect that must also be taken into account - it facilitates and reduces the time of certain actions [3]. With its help, you can have pens, notebooks, mini-tablets/mobile phones, or other small things that are necessary when serving customers. Detachable pockets are a very effective method of developing versatility and time management. These allow the waiter to prepare his apron for his next shift in advance by attaching or removing pockets as needed. Also, pockets tend to get dirty or worn out - so having removable pockets will make it much easier to wash or replace (fig. 3).

Regarding the aesthetics of the uniform, it will be closely related to the colors of the logo of the "New York Restaurant & Bar" restaurant (black

and yellow). White cotton fabric will be used for the buttoned up shirt with collar, and for the skirt, suit vest and apron - black cotton fabric (in the case of the apron, the dark color of the apron itself will prevent stains from being visible; some details will require yellow cotton,). In the case of the tie, it will have the greatest correlation with the restaurant's logo - yellow silk or cotton fabric will be used, with the "Statue of Liberty" inscribed on the tie, which is present in the logo (fig.2).



Fig. 1. Mood board



Fig. 2. Restaurant Logo



Fig. 3. Sketches

Conclusion. The waiters, being the business card of the restaurant, must have an impeccable appearance and wear modern, aesthetic, practical uniforms that reflect the corporate style of the restaurant. Uniforms must be made of breathable and durable materials, and aprons with removable pockets are essential for efficiency and time management. Thus, a well-designed uniform will significantly contribute not only to the performance of the waiters, but also ensure the increase in prestige and possible income of the respective restaurant.

References

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