

# The product proposal for enhancing and re- designing a chef's uniform

[Business](#)



## **Abstract**

The following paper presents a proposal for the project of enhancing and re-designing a chef's uniform as a product. It summarizes the project proposal providing clear highlights on the ethos of the new available designs, involved technologies and the garment geometry techniques with the purpose of preparing, developing and creating a new garment afterwards. The production description segment presents the novel features of the end product. In conclusion, the paper presents recommendations on the best methods for the successful implementation of the product giving validating the benefits of enhancing and re-designing a chef's uniform

## Introduction

Traditionally, the conventional clothing for chefs comprised of either an apron, a jacket with a button closure or even a pair of trousers with suspenders (Kadolph, 2010). However, the kitchen apparel has been experiencing various changes to adopt more attractive and comfortable attires. With the continued need for comfort in the kitchen, clothing's that conform well to the body of the wearer have been developed.

## Summary of the product proposal

Research done on this study reveals that the target market for this product could appreciate a new and advanced product (Textile Intelligence Limited, 2011). The proposed product will possess a high end fashion description, consumer protection qualities and comfort as well as generate a well groomed appearance of the chef. The clothing will be well designed to

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protect the cook from cold from the varying temperatures experienced in the kitchen. The product to be launched will use an anti-bacterial fabric to reduce body odour and bacterial action in order to stay clean.

The technology to be used in the production process will apply cooling mesh fabric to pull moisture away from skin and allow air to move in and out to body in order to keep cool in the hot kitchen while redesign the chef attire to look more professional and have multifunction on it. All these and other advantages related to the proposed new product are demonstrated in the following product description.

#### Product description

The proposed new uniform will comprise of a collared jacket and pair of trousers matching the head-wear. The clothing will be made using an advanced cosmotextile material made using the latest CAD/CAM technologies to provide the wearer with a combination of both cosmetics and textile at the same time (Cohen, A. 2011). These materials have a greater edge as compared to the rest in the market citing the promotional factors of aromatherapy and plug-in air fresheners associated with them. The final garment will be achieved through the application of advanced material joining technologies for an attractive end product. The garments will be available in all adult sizes. The jackets will be white in colour while the trousers will be well furnished with a black and white checker pattern. The jacket will have two neck bands coordinating the neck part. However, the neck band will not be permanently attached to the jacket.

The chest part of the jacket will have a shirt furnished to it but will not be showing. Big black buttons will be disposed in two rows to adorn the front side of the jacket. The trousers will have some De formed pockets with loop fasteners and hooks furnished on to them. The end product will be realized using the current and emerging technologies in relation to garment generation. The geometry of the end product will comprise of two zones; the fit zone and the fashion zone. The fit zone will be generated from a 3D body scan data of all possible and available adult sizes. The advantage of this model is that it the garment can be re-sized parametrically. On the other hand, the fashion zone will include modeling using certain parameters of the desired end product.

The following drawings provide a clearer understanding of the intended invention.

FIG 1 FIG 2 FIG 3

(Source: uniformstudio. com)

The neckerchief will be black in color. This will be worn shawl like around the neck and tucked inside the jacket. However, the neckerchief will be worn when gracing special occasions and therefore will not be a compulsory element of the chef's uniform. The following picture depicts the desired image of a chef spotting the new uniform.

Fig 4

(Source: uniformstudio. com)

## Product evaluation

Ad -check and Ad-track methods will be employed as follow up techniques to monitor the performance and success of the product after implementation.

This will provide timely feedbacks for corrective measure to be taken (Wulfhorst, B et al. 2006). This will also help in yielding and generating strategy flow curves for the new product in the market.

## Conclusion and recommendations

The above findings are true evidence that the conventional chefs outfit are being faced out by new fashion trends being introduced in the kitchen apparel of today. However, it is very important to first study the market well before engaging in the process of developing a new chef's uniform. First of all, the new uniform must conform to the requirements of all the relevant authorities involved in the regulation of this industry (Kim and Park, 1989). This report supports a recommendation by Textile Intelligence Limited on the usage of non-scented cosmotextile materials in the manufacture of chefs' uniform. There are various benefits associated with using these materials as opposed to other materials. First, using this material will eliminate the need of the wearer to use body lotions reducing the amount of scent in the kitchen area. These materials are also known to moisturize the skin and tone the body while soothing the senses hence, providing the garment wearer a comfortable and refreshing feeling during work. Also, the medicinal, antimicrobial, insect repelling and Ultraviolet properties associated with the materials edges them from other available materials for the manufacture of chef's attires.

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