

# LOOK THE PART



**DO SALON UNIFORMS MAKE YOUR TEAM LOOK PROFESSIONAL OR, FOR A CREATIVE, FASHION-CONSCIOUS INDUSTRY, SEND OUT COMPLETELY THE WRONG MESSAGE? NHF MEMBERS, IT APPEARS, JUST CAN'T AGREE.**

The NHF's latest snapshot poll of members, carried out in February, looked at the topic of staff uniforms. And the result was a surprisingly passionate reaction.

More than 330 members took the time to respond, and many commented at length on what they felt were the pros and cons of having a "uniform" salon look.

The verdict? Well it appears salons are pretty divided as to whether uniforms are a good or bad idea. Nearly a third (32%) said everyone in their salon had to wear the same clothes in the same style.

Slightly more (39%) sat on the fence, leaving it to team members to choose... as long as this fitted in with a general salon dress code (often black). So, in other words, a uniform look of "anything as long as it's black" but not, technically, a uniform.

Nevertheless, a significant minority, around a fifth (20%), came down hard into the "anti" camp, allowing employees to wear what they liked.

## BEAUTY IMAGE

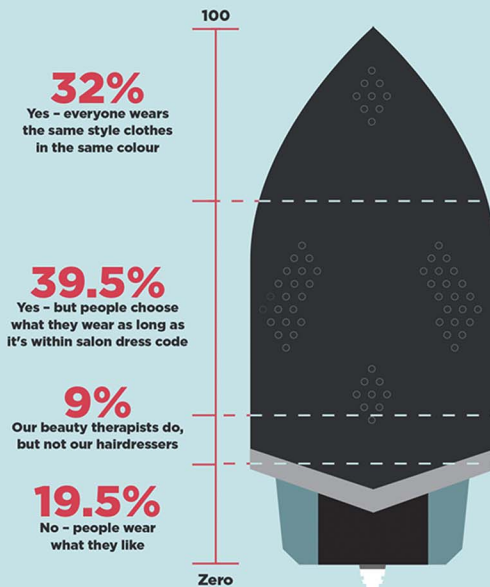
It was also clear uniforms are more common for people working on the beauty side of salons, perhaps because of the more "clinical" appearance they can give. Nearly 10% of salons said they required their beauty therapists to wear a uniform but not their hairdressers.

For salons that did require a uniform, trousers and tunics were the most common look, with 39% also branding their uniform with the salon name or logo. Of salons that required staff to wear a uniform, most (82%) said they provided it for employees themselves.

For those who'd decided against uniforms, the most common reason why not (more than 73%) was "we want team members to express their individuality".

The cost, either to the salon or to staff, was another important factor (both 21%), as was uniforms not fitting with the salon brand or image (25%).

## DO PEOPLE WORKING IN YOUR SALON/BARBERSHOP WEAR A UNIFORM?



### WHY DON'T THE PEOPLE IN YOUR SALON WEAR UNIFORMS. TICK ALL THAT APPLY:

UNIFORMS GO AGAINST OUR SALON IMAGE: 25%

LACK OF GOOD UNIFORM SUPPLIERS: 9%

WE ENCOURAGE EMPLOYEE INDIVIDUALITY: 74%

IT'S EXPENSIVE PROVIDING UNIFORMS: 21%

STAFF DON'T WANT TO PAY FOR UNIFORMS: 21%

## WHAT MEMBERS HAD TO SAY...

"I LIKE UNIFORMS AS MY STAFF ALL LOOK SMART. IT PUTS EVERYONE LEVEL WHILST AT WORK, AS SOME PEOPLE HAVE BIGGER BUDGETS FOR FASHION AND IT ALSO STOPS INAPPROPRIATE DRESSING FOR WORK. MY STAFF SAY THEY FEEL PROFESSIONAL IN UNIFORM AND APPRECIATE THEIR OWN CLOTHES ON DAYS OFF."

"I HAVE TRIED UNIFORMS OVER THE YEARS, THE STAFF GET BORED. WE ARE A FASHION INDUSTRY, ALWAYS CHANGING SO I DON'T THINK IT WORKS WELL FOR US."

"MY CLIENTS LOVE COMING TO MY SALON TO SEE WHAT THE STAFF ARE DOING WITH THEIR CLOTHES AND HAIR... I HAVE RECENTLY BEEN TO FRANCE AND PASSED SALONS WHERE THE STAFF ARE WEARING UNIFORMS; IT LOOKS SO CLINICAL AND COLD. WHAT NEXT, NO MAKE-UP, ALL THE SAME HAIR DOS, FACE MASKS AND RUBBER GLOVES? LONG LIVE FASHION AND CREATIVITY."

"THE STAFF LIKE THEM BECAUSE IT SAVES THEIR OWN CLOTHES; WE ALSO USE APRONS TO PROTECT OUR CLOTHES AND UNIFORMS FROM HAIR AND COLOUR. ON SATURDAYS WE DRESS DOWN SO THE STAFF CAN WEAR THEIR OWN STYLES."

**DO YOU PROVIDE THE UNIFORM? (SALONS THAT REQUIRE THEIR EMPLOYEES TO WEAR A UNIFORM):**

### WHAT DO YOU LOOK FOR IN A UNIFORM? AVERAGE RESPONSE RANKED FROM ONE (LEAST IMPORTANT) TO SIX (MOST IMPORTANT):

