

Fashion TRENDS

Business Casual Trend Continues At Work

(NAPSA)—Business trends come and go, but it looks like the practice of Casual Dress Days in the work place may be here to stay.

Recent studies of corporate America have shown that more than 90 percent of office workers now enjoy the freedom to wear casual clothing, at least occasionally, at their job. For a great number of companies, what began as Business Casual Friday has actually expanded to Business Casual every day. In fact, more than 30 percent of Fortune 500 companies reported that their employees are allowed to dress down every day. And this trend is rapidly growing.

It should be noted, however, that companies that allow dressing down do have some self-serving motivations. It has been proven that casual dress improves staff morale. This translates into higher productivity, enhanced creativity, and improved communications among workers.

In the last decade, the clothing industry has had to make major product-line adjustments to keep up with the ever-changing demands of America's work force. One example is UniFirst Corporation, a leading national supplier of work clothing. As an industry leader, it has put a strong focus on the Corporate Casual line of work wear in the last few years. According to Director of Marketing, Robert Isaacson, "We have been pleased with our success in meeting the more casual needs of America's work force. In fact,



Nearly one in three Fortune 500 companies say their workers may dress down every day.

UniFirst's Corporate Casual sales have doubled, each year, since the product line's inception in 1996."

The casual dress trend has also invaded uniform rental markets. In past decades, uniform rentals were generally geared towards such blue-collar workers as auto mechanics and machine shop operators. Today, rental clothing lines have been realigned to also meet the needs of the nation's professional workforce. The result is more casual and more comfortable clothing choices and a broader appeal for rental programs.

"Businesses have found that today's workwear rental programs have many direct benefits to both the company and its employees. These programs assume responsibility for cleaning, maintaining, and replacing employee garments, as needed," said Isaacson.

For information and/or a free catalog showing the wide range of clothing and accessories available, call (800) 225-3364 or visit the Web site at www.unifirst.com.