

The iconic Osbourne Hotel continues to impress with their award-winning, full-scale rebrand and fitout in Brisbane's premier Fortitude Valley precinct.

The **Osbourne Hotel's** new concept saw the Hotel transition to a green oasis in Fortitude Valley, with great food and beverages day and night, and a focus on draught beer. **Total Uniform Solutions** had worked with the Fitzgibbons' family – at **The Glen Hotel** in Eight Mile Plains, so we were a natural choice when they needed support with the uniform strategy for their newest project.

The T.U.S team met with the Hotel's architects, BSPN Architecture (formerly Brand & Slater), to learn more about the project, take the brief on the colour palette and textures, how the venue wanted to attract people and what their food and beverage strategy was. We got to work, creating a look for the staff uniforms that would be a natural extension of the interior environment.

Given the breadth of garments requiring embellishment, T.U.S. recommended an approach to the branding that was going to work with all embellishment types. The solution was to pull the "o" out of the logo to apply to the uniforms, hats and other merchandise. The "o" motif was also featured in the gold buckles on the custom aprons. The approach allowed a strong consistent look and was a practical solution to branding the uniform range.

OSBOURNE —HOTEL—

The service at T.U.S is truly the best and they are a market leader. Their friendly, can-do approach is what sets them apart. The speed at which they work is what every business needs in fast-paced industries such as ours.

Jason Hirt | Manager at the Osbourne Hotel



CASE STUDY



The uniform procurement strategy blended custom-made and ready-to-wear items, which brought a good balance between brand impression and cost effectiveness.

Total Uniform Solutions also do all of the Osbourne Hotel's promo gear (t-shirts, hats and other merchandise), which need to be treated different to the bar uniforms. As we supply their uniforms and promo gear year-round, we can deliver cost efficiencies due to the large quantities being ordered.

The outcome has been well received by all stakeholders and the staff have commented on the ease of use, uniform comfort and quality. The aprons are not only trendy, but they also tidy up the look – keeping staff looking sharp throughout their entire shift.

The Osbourne Hotel was looking for a uniform provider to “just take care of all the details” and the quick turnaround times we can achieve was a big plus. Additionally, they enjoy one point of contact, centralised invoicing, and a singular online portal they can manage their orders and inventory. ■



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