

## Empire State Building Dons New Art Deco-Inspired Uniforms

*--New uniforms capture classic design with modern chic--*

---

### OVERVIEW

As part of a \$500 million capital improvements program and rebranding initiatives, the Empire State Building (ESB) has outfitted its security and observatory employees with new custom-tailored uniforms, inspired by original designs of the 1930s.

The ESB security and observatory employees are highly visible and interact with thousands of tenants and visitors on a daily basis; therefore, the ESB created stylish yet functional uniforms that contribute to the overall customer service experience.

With an international icon like ESB, the inspiration for the new uniforms came from the Building itself. To remain true to the spirit of ESB's Art Deco elegance, the uniform design draws from the wealth of the Building's indigenous elements including bringing out the striking burgundy color within its imported marble walls, specially created and trademarked ESB font embroidered on the hats and jackets, and the graphic ESB images on the ties.

ESB utilizes a state-of-the-art uniform-retrieval system, which makes the process of accessing and caring for the uniforms to be as efficient and cost-effective as possible. The fully-automated inventory management system—the first of its kind in New York City—allows employees to retrieve their uniforms in under 15 seconds and return them for cleaning all with the swipe of an employee ID card.

### ABOUT THE NEW UNIFORMS

- Design took two years of researching and planning, and was inspired by original 1930s uniforms to fit the period and architectural genre.
- Designers developed a custom-dyed "Empire State Building Burgundy" color for the uniforms, which took 15 weeks to perfect.
- Uniforms feature a custom tie with a repeating Empire State Building graphic pattern.
- Uniform embroidery on jackets and hats feature a specially designed and trademarked Art Deco-style font, exclusive to the Empire State Building and approved by the Landmarks Commission.
- Each uniform is custom-tailored for each employee and styles vary by position:
  - Regular Cashiers: Long- or short-sleeve shirt with tie, vest, trousers and hat
  - Guides and Special Cashiers: Same as Cashiers with a jacket instead of a vest
  - Outdoor Guides: Same as Guides with overcoat for cold weather
  - All staff will wear high-polish Oxford shoes
- Each employee will receive 11 shirts, 4 pants, 3 jackets or vests, 1 hat and 1 overcoat for outdoor staff.

### ABOUT UNIFORM TECHNOLOGY

- Uniform distribution, collection and cleaning will be managed by the fully-automated, state-of-the-art Phoenix Inventory Management System.
- ESB has the first Phoenix system in New York City. The system, developed in Italy, is used in large casinos, hospitals and major hotels.
- The Phoenix system prevents loss and provides consistent care of the uniforms, while using less on-site space than a traditional locker room and uniform storage facility.
- Each uniform features a unique, sewn-in bar code to ensure each employee receives his/her specific pieces.