



THE STUDENT COMPETITION BRIEF

SWAN group of hotels is currently undergoing refurbishments in one of their property in the UAE. The renovation is not just limited to the interiors of the two hotel properties but also a change in the corporate uniforms worn by various staff members.

The hotel has three restaurants:

Osha Thai – a high end restaurant offering authentic Thai cuisine. The interior of this restaurant is very contemporary and minimal, using a limited color palette of whites, greens and blues with silver accenting.
JOB FUNCTIONS: wait-staff (male & female), captain and hostess.

Kouzina - Greek restaurant offering Greek and Mediterranean cuisine. A canteen style venue this restaurant has a metropolitan New York style-ethos. Chrome furniture and a bright color scheme of white, pale blue, navy and grey compliment the seafood themed menu. This restaurant has an open kitchen, so there is an option to subtly co-ordinate the chef's uniform.
JOB FUNCTIONS: wait-staff (male & female), captain, hostess, and chefs.

Pepin - This authentic and vibrant Spanish bistro style restaurant is young, lively and jazzy. It has a large bar with a resident DJ which adds to the atmosphere. Classic reds and oranges mix with light ochre and black, whilst the furniture is dark and clean.
JOB FUNCTIONS: wait-staff, captain, hostess, bartender, bar wait-staff.

The hotel also features 2 spas:

Sultana Spa – Specializing in classic aromatherapy and massage treatments, this spa is a peaceful retreat from the stresses of modern life. Clean lines are accentuated with hints of Marrakesh. Jeweled color patterned tiles and ornate lanterns are set off by a cool pastel décor.
JOB FUNCTIONS: reception (female), spa therapist (male & female), spa attendant (male & female) & beauty therapists (female).

Maya Ayurvedic Spa - Ayurveda is an ancient system of healing that originated over 5000 years ago in India. In Sanskrit, 'Ayu' means life or living, and 'Veda' means knowledge, so Ayurveda has been defined as the knowledge of life and the science of longevity. In Ayurveda, there are five basic elements: earth, water, fire, air and space. These elements conglomerate within the human body to form the three Doshas namely Vata, Pitta and Kapha - basic physiological principles that govern all bodily functions.

The décor here is a modern interpretation of Indian traditionalism. Classic patterns in bold pinks, purples and reds are tempered with white, cream and silver to create a lush, soothing atmosphere.
JOB FUNCTIONS: reception (male & female), spa therapist (female), spa attendants (male & female) & beauty therapists (female).

THE TASK

Please choose **one restaurant and one spa** and design a full range of uniform for each. All uniforms should reflect the theme of the restaurant or spa. They need to be visually exciting as well as practical and functional. Your presentation should include a 'mood board' & a rationale to help explain your thought process and designs. Where possible, fabric details/swatches should be included.

SUBMISSION

Please submit your designs in both hardcopy and on CD together with the application form. You can download the application form www.thehotelshow.com/student

Deadline for submission is 15th April, 2010. Early submissions are recommended.

Application form and material to be sent to:

dmg world media Dubai Ltd

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THE PRIZE

The winning entry will be designed and showcased on the Corporate Catwalk – exclusive fashion show featuring hospitality work wear at The Hotel Show 2010.

The winning entry receives a week's internship and work experience at A. Ronai- suppliers of Simon Jersey.

Simon Jersey is a leading specialist in the design and supply of corporate wear uniforms to the hospitality industry worldwide. The winner will be given the opportunity to work closely with the head designer and spend valuable time following the manufacturing process in the specialist factory.