

NAUMD Names Mr. C. Coconut Grove Best Dressed Business in North America

NAUMD recognizes the best workplace apparel programs with its Image of the Year Award®. Since 1978, the IOY Awards have recognized cutting edge programs.

OMAHA, NE, US, June 8, 2020 /EINPresswire.com/ -- - The North American Association of Uniform Manufacturers and Distributors (NAUMD) has named [Mr. C. Coconut Grove](#) one of North America's best dressed businesses. The Coconut Grove-based hotel was one of ten businesses to take top honors in the 2020 [Image of the Year Award®](#)

competition, an annual program that recognizes the most fashionable, forward-thinking and innovative commercial apparel designs and the businesses that wear them. Miami's [J.A. Uniforms](#) designed the winning look.

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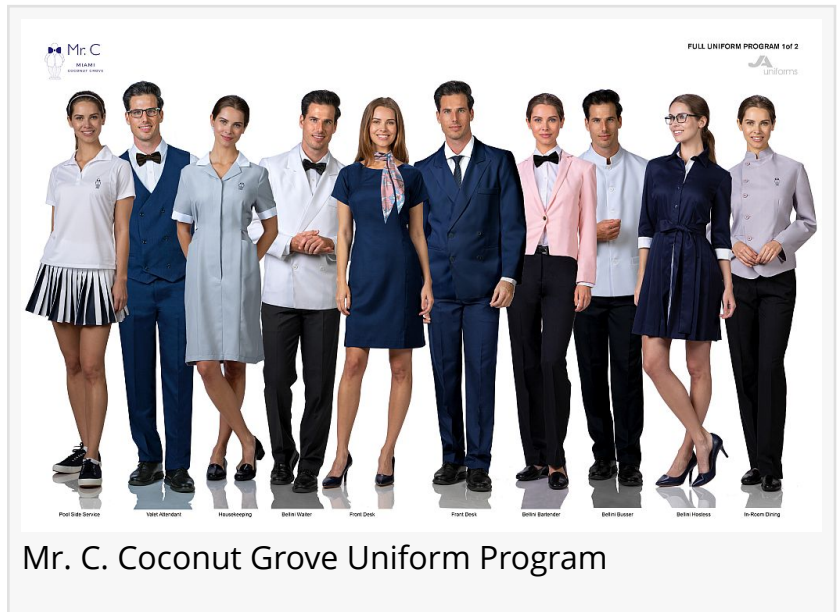
Steve Zalkin

The Mr. C's uniform program was designed to serve 100-plus employees at a nautically themed luxury boutique hotel - developed and owned by the Cipriani family - and located in Coconut Grove, Florida. The uniform program was designed to be sharp and tailored, using blues, grays and whites evocative of the Italian coastline. Female front desk attendants wear custom made, form flattering, admiral-blue princess cut dresses accented with a maritime themed patterned scarf in rose that plays off the

lobbies color scheme and most importantly, Cipriani's world famous rose-colored drink - the Bellini.

Male front desk attendants wear a matching poly/wool unstructured double-breasted suit in a fabric that retains its shape while approximating wool's texture and breathability.

Other items in the collection include wear for Bellmen, who are attired in an Admiral-blue



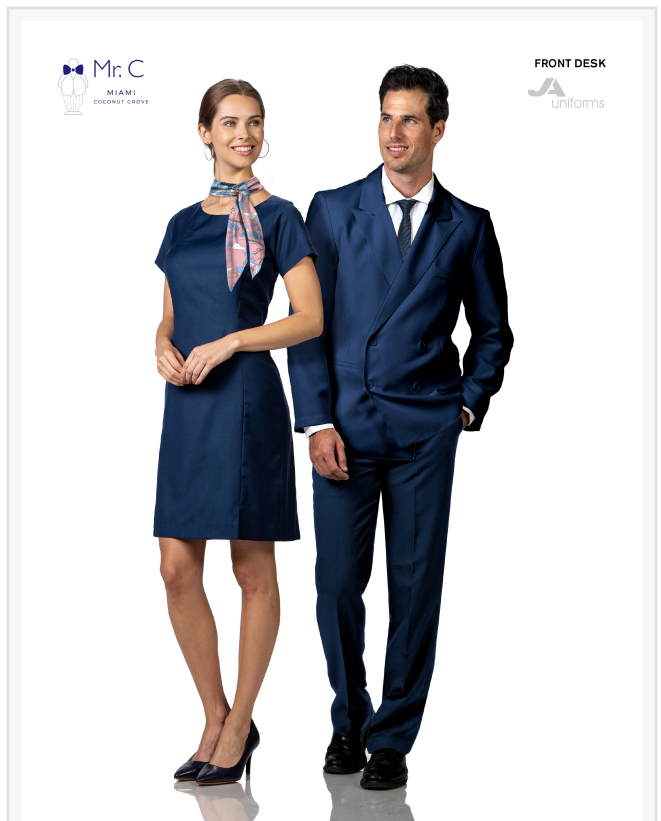
double-breasted vest, matching flat front pants in a flattering modern fit and a contrasting white shirt. The final touch is a black bowtie that mirrors Mr. C's elegant yet whimsical logo.

The complete list of 2020's Image of the Year Award® Winners is:

- Alaska Airlines, created by Unisync Group Limited and Luly Yang
- JW. Marriott, created by Design Collective by Cintas
- Mr. C. Coconut Grove, created by J.A. Uniforms
- Hagrid's Magical Creatures Motorbike Adventure, created by Universal Orlando
- Balms Casino Resort, created by Design Collective by Cintas
- Universal City Walk's Bigfire, created by Universal Orlando
- Chase Bank, created by Lands' End Business Outfitters
- UCI Health, created by Design Collective by Cintas
- Huntington Bank, created by Twin Hill
- United Parcel Service, created by Aramark Uniform Services

For over four decades, the NAUMD's Image of the Year Award® Competition has honored uniform manufacturers, distributors and end users that have mastered the concept of fashion and function within image and market planning. Specifically designed to assist in identifying staff and professionals, image apparel can also extend a company's brand, increase safety, enhance interior décor and improve employee morale. "As businesses seek a competitive edge, providing employees with a fresh look can be a cost-effective way to appeal to existing and new customers," noted NAUMD President Steve Zalkin.

A planned awards dinner was canceled due to the



Mr. C. Coconut Grove Front Desk Uniform Program



Mr. C. Coconut Grove Housekeeping Uniform Program

health pandemic, and there was talk about scrapping the entire program until 2021, but that was eventually reconsidered. "So much of life had already been canceled. To void the accomplishments of those who produced great apparel and uniform programs simply did not feel right," explained Zalkin. "So, while we can't host a physical awards night this year, we will still honor the achievements of 2020. Doing so is important and appropriate, and proof that better days are ahead." All winners receive award plaques.

About NAUMD

The North American Association of Uniform Manufacturers & Distributors (NAUMD) has served as the voice of the uniform and image apparel industries since 1933. Its 500+ members include manufacturers, designers, producers, and retailers of uniforms, as well as those who produce products and services for the industry at large.

The NAUMD works to protect the interests of its members through a series of advocacy, education, and public relations campaigns intended to arm them with the tools needed to retain and capture business in a global economy. The association has authored a number of position papers and has an extensive library of information from which members can further their understanding of the uniform marketplace. NAUMD also hosts an annual convention and trade show where attendees can source products, learn about trends, and gain practical, take-home knowledge to better run their business.

You can learn more about NAUMD and the Image of the Year Award® by visiting www.naumd.com

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