

NAUMD Names J.W. Marriott Best Dressed Business in North America

Competition honors best apparel programs and suppliers; Design Collective by Cintas created winning look

OMAHA, NE, US, June 10, 2020 /EINPresswire.com/ -- The North American Association of Uniform Manufacturers and Distributors ([NAUMD](#)) has named J.W. Marriott one of North America's best dressed businesses. J.W. Marriott 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. J.W. Marriott was also named co-winner of this year's "Best of the Best" award. [Design Collective by Cintas](#) created the winning look.



J.W. Marriott Guest Reception Uniform

Being a luxury brand, J.W. Marriott wanted their Wardrobe to be elegant and add to their brand story, enhancing their guest experience. It was especially important that their associates felt good in what they were wearing and had options and flexibility. The color foundations of this collection were inspired by the J.W. Brand color palette – neutral greys with accents of a warm blush – and was designed to be a Wardrobe rather than a “Uniform.” The Wardrobe approach provides associates with the flexibility to mix, match, and merchandise the garments within their job function based on their personality and style preferences, just as they would with

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Steve Zalkin

their personal wardrobe.

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
- Flagrid's Magical Creatures Motorbike Adventure, created by Universal Orlando
- Balms Casino Resort, created by Design Collective by Cintas
- Universal City Walk – 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 Service

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.



J.W. Marriott Banquet and In Room Dining



J.W. Marriott Lobby Attendant Apparel Program

A planned awards dinner was canceled due to the 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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