

15/12/2014

Meet Britain's best dressed waiters: The most stylish people in your favourite restaurant are taking your order



Mayfair casual

SEEN IN: CAFÉ MURANO, LONDON SW1
MODELLED BY: ELEONORA

The shirt

"It's the first time that Turnbull & Asser have made a ladies' shirt. Pale blue suits the atmosphere of the restaurant. We didn't want anything super formal. They're called the Slim Jack and the Slim Jane - which is the female shirt made bespoke for us."

Churchill bow ties

"We gave the staff the option to wear long ties or bow ties. We assumed, pre-opening, trying to get people into bow ties would be difficult. But in fact, 90 per cent of staff wanted bow ties and they get a little bit dejected if they have to wear a long tie."

Shoes and jeans

"They wear their own jeans and brown brogues. We wanted to create a smart-casual look. There are a lot of guests who come relatively well-dressed to the restaurant, but then there are a lot who don't. As a mid-range restaurant, we didn't want staff to come across as stuffy."

The staff all take great pride in their uniform. I've never worked somewhere where they spend to this degree per person. It's about saying, 'We want you here, we want you to look good and to look after yourself'. And they do; they all make an effort. "If you were to go and buy a shirt from Turnbull & Asser, they're somewhere between £150 and £180 each. We give each of the staff three, so it's quite a lay-out. We don't pay quite full price and we look at it as an investment. We accounted for the cost of replenishing shirts but I had a look at the collars and cuffs of a couple of the guys who've been here for ages - and these shirts get washed a lot - and they're in absolutely pristine nick.

I have some myself, but I don't wear the same blue as everyone else. I wear white. It's nice putting on something that you know is a really premium item.

We want to provide the whole package. We know the food is excellent and we want to be in the position to offer really good, personable hospitality to our guests. That doesn't happen when people feel like they've been dressed up to the nines in something they're not comfortable in.

I think staff in restaurant uniforms can often seem overdressed. When uniforms are conceived, it's often for the dashing six-foot waiter and the size-six waitress, and that's not real life." →

Zoe Charlton-Brown,
General Manager of Café Murano