



# Corporate Fashion

we turn your corporate values  
into corporate fashion!

chiouet<sup>®</sup>



Sophie Chiquet,  
Zurich

Image clothing in innovative, stylish designs creates identity, aids orientation and provides information. It reinforces your brand presence!

Chiquet corporate fashion design was founded by Sophie Chiquet in Zurich in 1998. Her professional experience includes work placements at Dior and Hermès in Paris, positions held with Escada and Laurèl in Munich, and a period as head designer for Fabric Frontline Zurich.

Since 1998, Chiquet corporate fashion design has specialised in giving tailor-made advice to companies wishing to implement their corporate identity or philosophy through corporate fashion, giving themselves a contemporary, individual look.

In the meantime, chiquet corporate fashion design has created and produced numerous collections of image clothing for large and small companies in the service sector, the manufacturing industry, the hotel and catering industries, health care and aviation.

The range includes both clothing concepts and accessories, produced worldwide by carefully selected production partners. chiquet corporate fashion design also offers a modular range of functional and innovative own brand products.

Customised advice, the integration of customer wishes, exclusive and creative design, high-quality products and punctual delivery are the fundamental principles on which chiquet corporate fashion design bases its work.

Kind regards

Sophie Chiquet





# Business corporate fashion

Reception and counter

**HYPOSWISS**  
PRIVATE BANK



Matching men's outfit in the same style and fabric.



Back detail that emphasises the fitted shape of the jacket and works in all sizes.



Round pockets to match the jacket. Low-waist skirts with no waistbands.



High-waist trousers with round pockets to match the jacket with round pockets.



A white or pale pink shirt as preferred can be worn under the shawl collar of the jacket to complement the suit (trousers or skirt).

- Collection for: Male and female staff of a private bank.
- Brief: Coordination of the clothing worn by reception and counter staff with the decor in their respective working areas. Integration of the collection in the interior design concept of the modern, newly refurbished bank headquarters at Stauffacherstrasse in Zurich.
- Implementation: Working closely with the customer, we developed this business wear collection in a very short time and were able to deliver it in good time for the opening. After trying-on sessions on the customer's premises to establish sizes, the collection was pre-sorted and delivered in bags packed separately for each individual person.
- Material: High-quality, highly practical, hard-wearing and washable wool mix.
- Details: Finely worked details in the cut and the matching round design features throughout (shawl collar, pockets, central front panel of the jacket) give the collection a timeless, distinctive elegance.
- Novelty: The dark brown colour is a novelty in this working area. The collection's subdued colours allow it to blend in perfectly with the surroundings and furnishings. The suits are combined with a white or a pale pink shirt. This warm colour scheme assists staff in their relations with clients, offering the perfect balance for the uncluttered, almost severe interior design.
- Special features: Comfortable cuts, with round design features throughout.





# Sporty, practical corporate fashion

Service staff

**hydroplant<sup>®</sup>**  
Grün belebt.



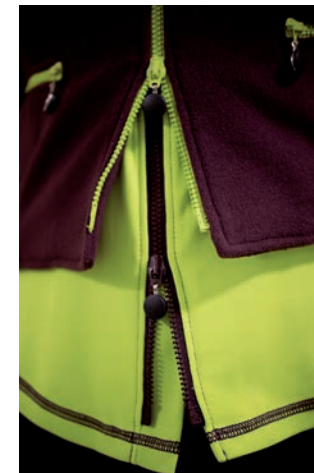
Unique magnet fastening on the bag.



Round pockets with green piping detail on the body shirt create a link with the brand.



Special practical details such as green darts at the knee give staff greater freedom of movement as they tend the plants.



Contrasting seams and special two-way zips are distinctive features of the shirt, and the colours reinforce brand presence.

- Collection for:** Male and female staff of a modern horticultural and plant-care specialist.
- Brief:** CI/CD of the customer. Coordination with the working area of the service team.
- Implementation:** The customer set up a five-person committee from the beginning to implement the project. They included two employees from the service team, who were able to bring in the wishes of the entire team.
- Material:** Comfortable, simple, highly practical fabrics.
- Details:** Fashionable cuts with timeless flair give the collection special distinction. Specially worked colour-contrast seams and piping details create a further link between the collection and the brand.
- Novelty:** The branding was reinforced with deliberately few but unconventionally placed pieces of embroidery.
- Special features:** The collection was designed as a modular, easy-care, comfortable and compact all-season range.

This practical special bag means that employees always have their basic gardening tools to hand when they are working. At the same time, the bag provides a discreet link to the CI/CD of the customer, creating identity.





# Hotel fashion

## Housekeeping and reception



BAUR AU LAC



Back detail in the frock coat for more comfort. Pleats from the arch right and left.



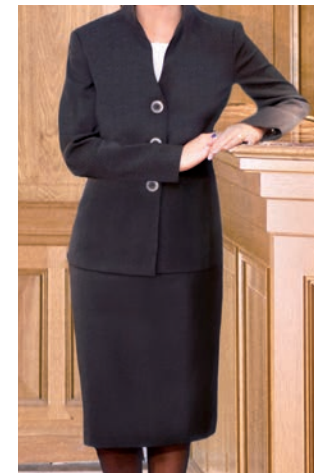
Piped pockets with flaps in the frock coat.



High-waist trousers for housekeeping staff, combined with the long jacket. Square-opening front pockets.



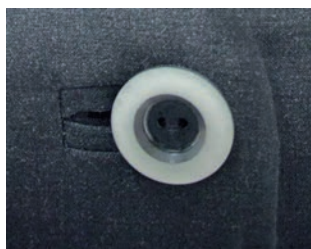
The short-sleeved crew neck body shirt is common to both outfits.



Short jacket and pencil skirt suit for reception staff.



Fitted back and piped pockets in the short jacket.



Special buttons to match the fabric and the look and feel of the collection. Elegant piped button holes.



Standing collar on short and long jackets.



Skirts with no waistbands for reception staff, combined with the short jacket. Central back opening.

- Collection for:** Two different female staff teams at a prestigious five-star hotel.
- Brief:** A cohesive, representational collection for the reception and housekeeping departments, with clearly distinguishable features to facilitate orientation for guests in the hotel.
- Implementation:** Working closely with the customer, we were able to develop a suitable, cohesive collection for two fundamentally different departments right from the design stage. In a second phase, around 50 ladies tried on the clothes. Thereafter, the collection was pre-sorted and delivered in bags packed separately for each individual person in order to eliminate the possibility of confusion.
- Material:** High-quality, highly practical, hard-wearing, light and washable wool mix.
- Details:** Timeless elegance thanks to special details in the cut and exclusive buttons.
- Novelty:** The body shirts were a novelty in both departments instead of blouses, as were the trousers instead of skirts for the housekeeping department. The design gives employees the benefit of being more comfortable as they work, without compromising the elegance of the collection. At the same time, guests see a clear sign of innovation that reinforces the identity of the hotel.
- Special features:** All-season design reduced to five articles for the two departments.





# Medical fashion

Doctors and medical assistants

hautarztpraxis  
dr. med. b. göschke

skinworld  
dr. med. j.-p. görg  
kosmetisches institut laserzentrum



Medical assistants' outfit. Polo jacket and trousers.



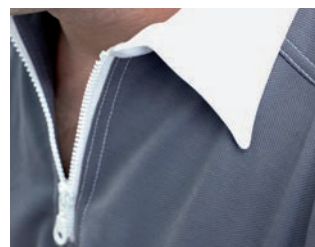
Raglan sleeves.



Long-sleeved white body shirt for layering, depending on the season.



Branding for area 1 (health care), with embroidered label 1.



Special colour-contrast zip.



Branding for area 2 (cosmetics and beauty), with embroidered label 2.



A polo shirt with a difference.



Doctors' outfit, polo shirt and trousers.

- Collection for:** Male and female doctors and medical staff.
- Brief:** Exclusive collection for the health care and cosmetics departments. The development of distinguishing features in the collection, clearly visible to patients, to help them find their way around the clinic.
- Implementation:** The dermatologists' practice department and Skinworld department, which are situated opposite each other, can be distinguished and identified by the relevant embroidery in the collection. We developed this collection of medical garments in conjunction with the two doctors and were able to achieve the desired results.
- Material:** Extremely practical, hard-wearing, comfortable piqué fabric.
- Details:** Fine details, such as the raglan sleeves, fitted back and characteristic details in green throughout (collar, wave in the hem) give the collection a timeless, distinct and sporty elegance.
- Novelty:** The design of the white jacket tops is a novelty here. They have been transformed into multifunctional, all-season polo shirts with buttons to the hem, which can be worn open with the matching white body shirt, or buttoned up. To go with them there are white trousers, with details in grey.
- Special features:** Comfortable design and perfect fit. The collection's colour scheme blends in discreetly with the surroundings and furnishings and helps patients to identify their contact person.



# Project development

Long-term partnership for projects of all sizes

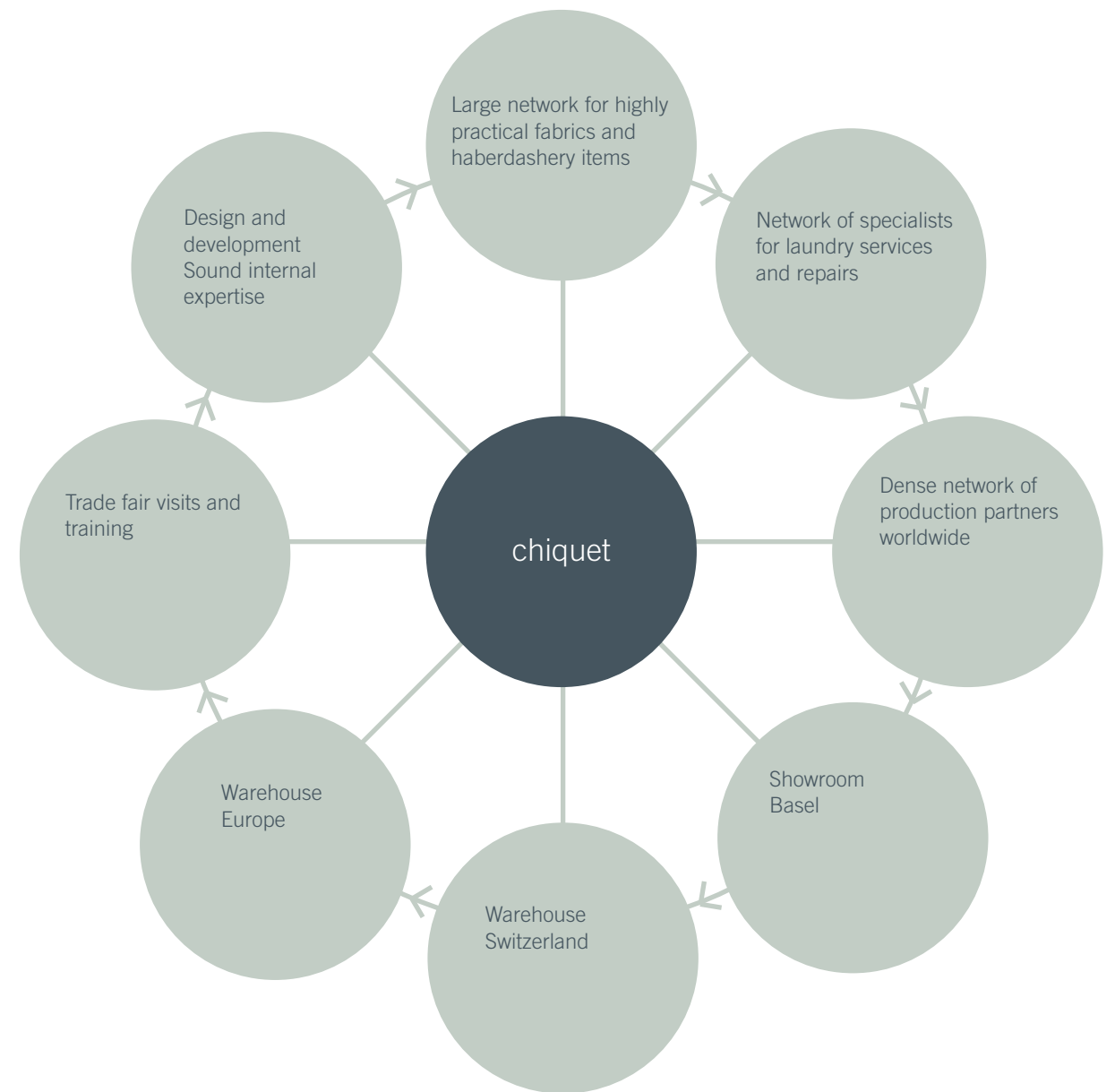


From the first drawing to your finished company collection, we are the fashion specialists for your individual wishes. For large and small consignments.





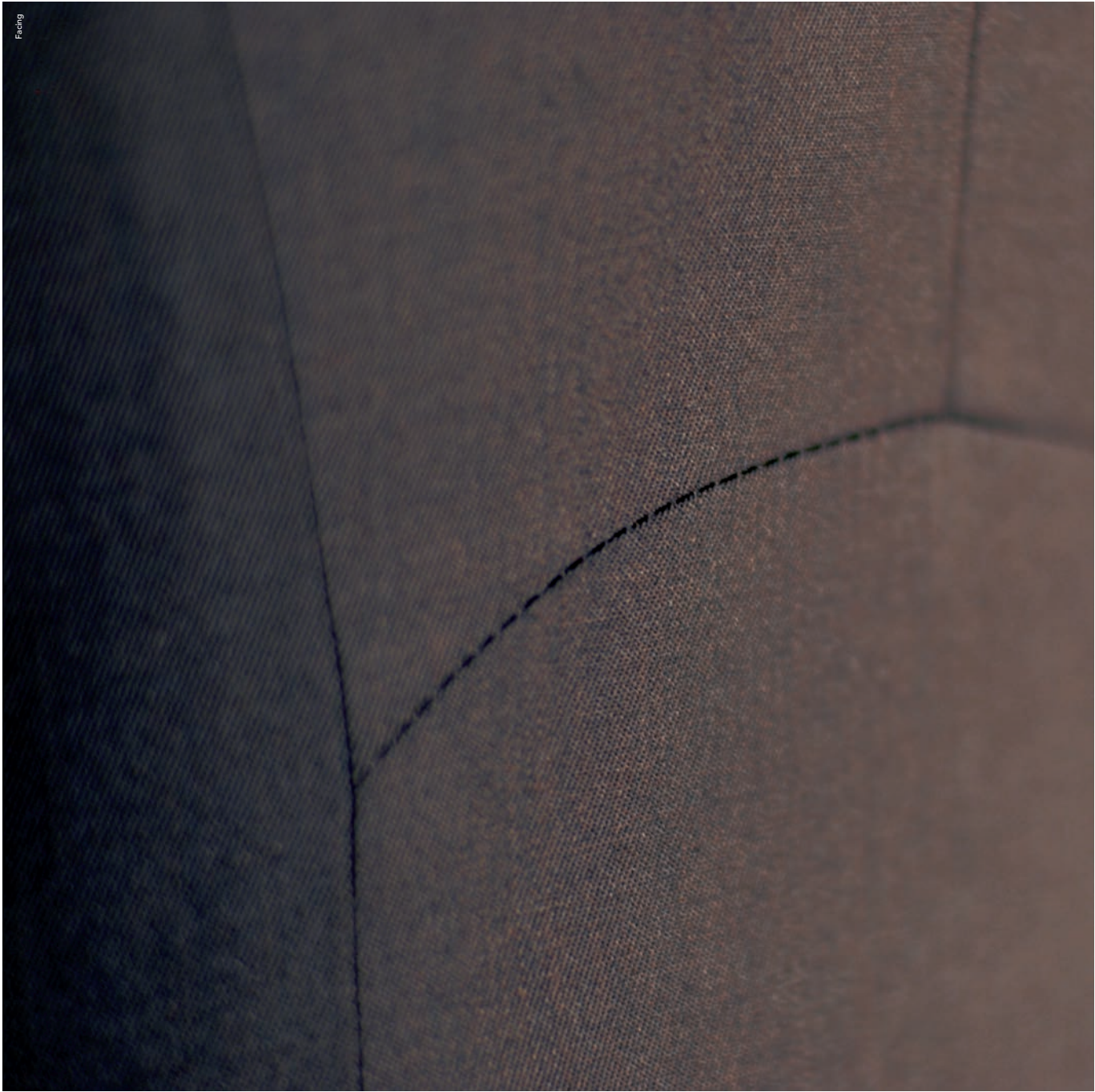
# About us



Are you looking for a suitable collection for trade fairs, a cohesive hotel outfit, an exclusive uniform, weatherproof clothing for outdoor events, clothing as a gift for VIP customers, or stylish work wear? We will create and produce your professional work wear: business wear, shirts and jackets of all kinds, trousers, skirts – the complete collection for men and women.

We will integrate and transpose your corporate design to your company wear and accessories, from the corporate scarf or tie to the corporate suit, or even to a complete collection – entirely according to your requirements.





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