

NEWS RELEASE

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Scandic becomes first hotel chain to launch an organic uniform

Scandic will be the first hotel chain in the world to invest in a completely organic uniform for its team members. The uniform will have its own personality and soul, showing the scope of the new Scandic and making team members proud to wear it. Scandic's new organic uniform will be designed by a leading fashion designer – to be revealed shortly.

"We're now leaving behind the old approach to uniforms in favour of more creative and inspiring clothing in which to greet our guests every day. We'll be drawing inspiration from the fashion world rather than old traditions and preconceived ideas about what a uniform should look like," explains Thomas Engelhart, Senior VP Commercial Operations at Scandic.

Scandic was the first in the industry to actively address environmental issues, and was the first to remove all bottled water from its hotels. Now Scandic is set to be the first yet again. The focus on a new, organic uniform is also a natural consequence of the way the Scandic brand is currently developing. Scandic's new flagship hotel, with its exciting story to tell through expressive design, has generated a great deal of curiosity and the hotel chain already has experience of partnering up with a global superstar – over the past two years, Jamie Oliver has produced menus for children and meeting guests at Scandic. Now, he will soon be joined by another star in their particular field. Just who remains to be seen.

"We have a hotlist of exciting names in inspirational fashion design who we'd love to join forces with. We're working intensively to narrow down who is going to design the hotel world's first fully organic uniform for Scandic, and we hope to be able to reveal a name by the end of 2010," concludes Thomas Engelhart.

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