



BROOK  
TAVERNER

---

SINCE 1912

# CAR DEALERSHIPS



THE PERFECT UNIFORM FOR EVERY BUSINESS, EVERY ROLE, EVERY TIME.

# THE ROLE OF CORPORATEWEAR IN THE CAR DEALERSHIP SECTOR

In the Car Dealership industry, uniforms play a vital role in projecting professionalism and consistency, creating a sense of reliability for customers and staff alike. This visual unity among team members isn't just about aesthetics, it's practical, too. Customers can swiftly identify who to approach for assistance, facilitating smoother interactions and enhancing their experience.

Each staff member becomes a representative of the establishment's values, ethics, and brand, whether they are customer-facing or working behind the scenes. Encouraging a sense of hard work and teamwork, uniforms place focus on service quality rather than personal style.

At Brook Taverner, we understand the importance of attention to detail when it comes to creating uniforms that look great and perform well, week-in, week-out. Practical yet subtle features like convenient key loops, strategically placed pockets and high-stretch waistbands can increase efficiency and allow staff to excel in their role / fulfil their responsibilities effectively.

With high stock levels and vast experience supplying a diverse range of teams in the Car Dealership sector worldwide, we promise a tailored, efficient service that you can rely on. Working together with our specialist distributors, we are confident we will deliver the perfect uniform solution for every business, every role, every time.

SHOWROOM / SALES	4 - 5
SHOWROOM / SALES	6 - 7
MANAGEMENT	8 - 9
OFFICE & ADMIN	10 - 11
SERVICE TEAMS	12 - 13
TRANSITIONAL	14 - 15
INDEX	18 - 19





# SHOWROOM / SALES

First impressions are vital, and the right uniform for customer-facing teams can set the tone from the moment customers arrive. Opt for high-quality pieces that communicate a welcoming approachability and professionalism, allowing staff to look fresh throughout long shifts in highly visible roles.



1. **SHIRT & BLOUSE COLLECTION** Crepe De Chine Blouses
2. **SIGNATURE COLLECTION** Jacket / **SHIRT & BLOUSE COLLECTION** Premium Cotton / **CASUALS & SEPARATES** Jeans
3. **JERSEY STRETCH COLLECTION** Dress
4. **SHIRT & BLOUSE COLLECTION** Classic Oxford / **ONE COLLECTION** Trouser
5. **ECLIPSE COLLECTION** Jackets & Trousers / **SHIRT & BLOUSE COLLECTION** Crepe De Chine Blouse & Stretch Oxford
6. **JERSEY STRETCH COLLECTION** Jacket & Trouser / **CASUALS & SEPARATES** Premium Knitwear V-Neck and T-Shirt
7. **SHIRT & BLOUSE COLLECTION** Crepe De Chine Blouse / **RAPPORT COLLECTION** Trouser
8. **SHIRT & BLOUSE COLLECTION** Stretch Oxford / **CASUALS & SEPARATES** Chino
9. **SHIRT & BLOUSE COLLECTION** Business Essentials / **CONCEPT COLLECTION** Trouser
10. **SHIRT & BLOUSE COLLECTION** Stretch Oxford

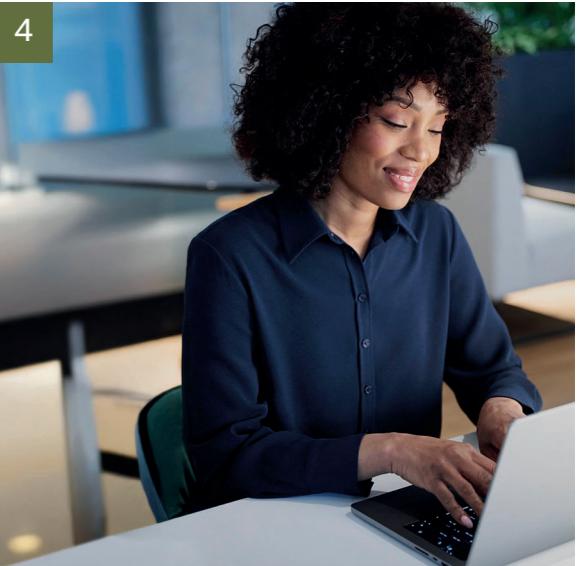
"You never get a second chance  
to make a first impression."

"Dress how  
customers  
would expect  
you to dress."



# SHOWROOM / SALES

From formal tailoring to flexible shirts, premium knitwear to complimentary fleeces, we've got a plethora of options to create a stylish uniform to enhance brand identity. By combining style, professionalism, and practicality, the right uniform empowers sales staff to represent the dealership with pride and create a supportive, cohesive experience for every visitor.



1. **SHIRT & BLOUSE COLLECTION** Premium Cotton Non-Iron Shirts
2. **OUTERWEAR COLLECTION** Core Fleece Gilets / **CASUALS & SEPARATES** Chinos
3. **OUTERWEAR COLLECTION** Premium Quilted Gilets / **CASUALS & SEPARATES** Premium Cotton Polos & Chinos
4. **SHIRT & BLOUSE COLLECTION** Crepe De Chine Blouse
5. **RAPPORT COLLECTION** Jacket & Trouser / **CASUALS & SEPARATES** Premium Knitwear Rollneck
6. **JERSEY STRETCH COLLECTION** Jacket / **CASUALS & SEPARATES** Chinos
7. **RAPPORT COLLECTION** Jacket / **SHIRT & BLOUSE COLLECTION** Stretch Cotton Blend
8. **CASUALS & SEPARATES** Premium Knitwear Rollneck
9. **ECLIPSE COLLECTION** Jacket & Skirt
10. **OUTERWEAR COLLECTION** Premium Quilted Jacket

# MANAGEMENT

The management team's uniform doesn't just signal leadership; it fosters unity and shared responsibility among all employees. By setting a high standard in appearance, management embodies the professionalism expected at every level of the establishment and reinforces an inclusive, hands-on approach to leadership.



"Presentation matters for professionalism, customer trust, and branding."

1. **SOPHISTICATED COLLECTION** Jacket & Trouser / **SHIRT & BLOUSE COLLECTION** Premium Cotton Non-Iron Shirt
2. **SHIRT & BLOUSE COLLECTION** Premium Cotton Shirt
3. **OUTERWEAR COLLECTION** Raincoats
4. **SIGNATURE COLLECTION** Jacket, Trouser & Dress / **SHIRT & BLOUSE COLLECTION** Premium Cotton Shirt
5. **ECLIPSE COLLECTION** Jacket & Trouser / **SHIRT & BLOUSE COLLECTION** Pussy Bow Blouse
6. **CASUALS & SEPARATES** Premium Knitwear Rollneck
7. **SOPHISTICATED COLLECTION** Dress
8. **PERFORMANCE COLLECTION** Jacket & Trouser / **SHIRT & BLOUSE COLLECTION** Premium Cotton Shirt
9. **CASUALS & SEPARATES** Tweed Jacket / **SIGNATURE COLLECTION** Trouser / **SHIRT & BLOUSE COLLECTION** Premium Cotton Shirt

# OFFICE & ADMIN

A well-designed uniform for office-based teams can foster a sense of professionalism, unity, and pride among staff, reinforcing the car dealership's brand identity from behind the scenes. Beyond aesthetics, a good uniform ensures comfort and functionality, allowing back-office staff to perform administrative, technical, and support tasks with ease to deliver a smooth customer experience.



# SERVICE TEAMS

When functionality and durability are paramount, uniforms must endure the physical demands of daily tasks. At Brook Taverner, we understand the importance of attention to detail when it comes to outfitting service teams. Practical yet subtle features like convenient key loops and strategically placed pockets increase efficiency and allow staff to deliver outstanding service.



**"Uniforms are more than just clothing; they're a statement of your dealership's commitment to excellence."**



"The right clothing can set the tone for everything that follows."

# TRANSITIONAL

Providing teams with appropriate corporatewear is essential for transitional roles that involve time indoors and outdoors, as it helps them stay focused on their duties without being hindered by uncomfortable weather conditions. Teams can maintain a strong presence and perform their roles with confidence, whatever the weather.



1. **OUTERWEAR COLLECTION** Premium Quilted Jacket & Gilet / **CASUALS & SEPARATES** Performance Knitwear 1/4 Zip / **CONCEPT COLLECTION** Trousers
2. **OUTERWEAR COLLECTION** Core Fleece Gilet & 1/4 Zip / **CASUALS & SEPARATES** Performance Polos & Chinos
3. **OUTERWEAR COLLECTION** Raincoat / **ECLIPSE COLLECTION** Trouser
4. **OUTERWEAR COLLECTION** Core Padded Jacket / **CASUALS & SEPARATES** Premium Knitwear Rollneck
5. **OUTERWEAR COLLECTION** Raincoat
6. **OUTERWEAR COLLECTION** Core Padded Jacket / **CASUALS & SEPARATES** Premium Knitwear Rollneck & Chino
7. **OUTERWEAR COLLECTION** Waterproof Macs / **CASUALS & SEPARATES** Performance Knitwear 1/4 Zips



**LOOK & FEEL YOUR BEST  
WITH BROOK TAVERNER**

We're very proud of our collections, knowing that each and every style has been carefully designed to look good and feel great with every wear, week after week. We are passionate about what we do and are delighted to support the thousands of people who go to work every day in a Brook Taverner garment.

# INDEX

Easily identify the garments shown throughout the brochure.

## SHOWROOM / SALES – Pages 4 - 5

1. She wears (left): BERGAMO Blouse, Pink (2419K)  
She wears (right): COMO Blouse, Pink (2418K)
2. CASSINO Jacket, Grey Check (3834C) /  
ESTE Shirt, White (7978A) /  
BOULDER Jeans, Black (8958D)
3. BELINDA Dress, Navy (2380A)
4. ALBANY Shirt, White (2359A) /  
VENUS Trouser, Black (2256D)
5. She wears: PERDITA Jacket, Navy (2425B) &  
OPHELIA Trouser, Navy (2276B) /  
BERGAMO Blouse, White (2419A)  
He wears: FERDINAND Jacket, Navy (5484B) &  
PEGASUS Trouser, Navy (8754B) /  
RENO Shirt, White (4436A)
6. RORY Jacket, Black (4374D) &  
TAURUS Trouser, Black (8026D) /  
BERLIN Jumper, Charcoal (4566C)
7. COMO Blouse, Sky Blue (2418B) /  
ELEANOR Trouser, Grey Melange (2392C)
8. STEWART Shirt, White (4717A) /  
LEO CLASSIC FIT Chino, Black (8059D)
9. JUNO Shirt, Blue (7742B) /  
APOLLO Trouser, Navy (8627A)
10. STEWART Shirt, Sky Blue (4717E)

## SHOWROOM / SALES – Pages 6 - 7

1. She wears: OLBIA Shirt, White (2405A)  
He wears: STINTINO Shirt, White (4631A)
2. He wears: ROCHESTER Fleece Gilet, Navy (4643A)  
She wears: SAVANNAH Fleece Gilet, Navy (2407A) /  
LIBERTY Chino, Navy (2404A)
3. He wears: TAMPA Quilted Gilet, Olive (4370E) /  
FREDERICK Polo, White (4222A) &  
LEO SLIM FIT Chino, Tan (8058B)  
She wears: MADISON Quilted Gilet, Olive (2377E) /  
ANNA Polo, White (2378A) &  
LIBERTY Chino, Tan (2404B)
4. BERGAMO Blouse, Navy (2419J)
5. WILLIAM Jacket, Denim (5427A) &  
OLIVER Trouser, Denim (8025A) /  
OSLO Jumper, Taupe (4568E)
6. RORY Jacket, Navy (4374A) /  
LEO SLIM FIT Chino, Tan (8058B)
7. WILLIAM Jacket, Sand (5427A) /  
VOLTERRA Shirt, Sky Blue (4571B)
8. OSLO Jumper, Taupe (4568E)
9. CORDELIA Jacket, Navy (2273B) &  
JULIET Skirt, Navy (2275B)
10. ORLANDO Quilted Jacket, Olive (4369E)

## MANAGEMENT – Pages 8 - 9

1. NOVARA Jacket, Mid Blue (2222H) &  
GENOA Trouser, Mid Blue (2234H) /  
SILVI Shirt, White (2350A)
2. PALERMO Shirt, White Herringbone (4435A)
3. He wears: CHICAGO Raincoat, Navy (9887A)  
She wears: WASHINGTON Raincoat, Navy (2346A)
4. He wears: CASSINO Jacket, Grey Check (3834C) &  
CASSINO Trouser, Grey Check (8846C) /  
ESTE Shirt, White (7978A)  
She wears: DIAMANTE Dress, Grey Check (2335C)
5. ARIEL Jacket, Charcoal Pin Dot (2272C) &  
OPHELIA Trouser, Charcoal Pin Dot (2276C) /  
ANDRIA Blouse, Sky Blue (2368B)
6. OSLO Jumper, Cream (4568G)
7. TERAMO Dress, Light Grey (2289G)
8. HOLBECK Jacket, Navy (3500A) &  
HOLBECK Trouser, Navy (8733A) /  
CHELSEA Shirt, White (7762A)
9. QUEBEC Jacket, Navy Herringbone (3836A) /  
CASSINO Trouser, Navy Check (8846A) /  
CHELSEA Shirt, Blue (7762B)

## OFFICE & ADMIN – Pages 10 - 11

1. COLUMBUS Cardigan, Black (4218D) &  
BOULDER Jeans, Indigo (8958A) /  
TOFINO Shirt, White (4043A)
2. COMO Blouse, Black (2418D)
3. ROCHESTER Fleece Gilet, Black (4643D) /  
FREDERICK Polo, Black (4222D)
4. STEWART Shirt, White (4717A) /  
LEO CLASSIC FIT Chino, Navy (8059A)
5. PARMA Shirt, Sky Blue (2295E) /  
EMPOLI Skirt, Black (2351D)
6. SOFIA Cardigan, Oatmeal (2397) /  
SILVI Shirt, White (2350A)
7. LAWRENCE Shirt, Navy Stripe (4052C) /  
OLIVER Trouser, Denim (8025A)
8. ANDRIA Blouse, Nude (2368C) /  
ELEANOR Trouser, Denim (2392A)
9. HAMPTON Polo, Black (42223D)

## SERVICE TEAMS – Pages 12 - 13

1. ALMA Quilted Jacket, Navy (2376A) /  
LAUREL Polo, Red (2373G)
2. TITAN Shirt, White (4565A)
3. He wears: BUFFALO Padded Jacket, Black (4637D)  
She wears: VENICE Padded Jacket, Black (2413D)
4. She wears: CLARE Fleece Jacket, Navy (2406A) /  
LIBERTY Chino, Airforce (2404C)  
He wears: LEE Fleece Jacket, Navy (4641A) /  
LEO SLIM FIT Chino, Airforce (8058C)
5. She wears: SAVANNAH Fleece Gilet, Navy (2407A) /  
LIBERTY Chino, Navy (2404A)  
He wears: ROCHESTER Fleece Gilet, Navy (4643A) /  
LEO SLIM FIT Chino, Navy (8058A)
6. FREDERICK Polo, Sky Marl (4222E) /  
TOURS Cargo Trouser, Navy (8968A)
7. HESTIA Pilot Shirt, White (2395A)
8. ROCHESTER Fleece Gilet, Black (4643D) /  
DURHAM Chino Cargo, Black (8027D)
9. LOCKHART Tunic, Navy (2402A)

## TRANSITIONAL – Pages 14 - 15

1. She wears: ALMA Padded Jacket, Black (2376D) /  
AURA Trouser, Black (2259D)  
He wears: TAMPA Quilted Gilet, Black (4370D) /  
DALLAS Jumper, Charcoal (7898C) /  
APOLLO Trouser, Black (8627D)
2. She wears: SAVANNAH Fleece Gilet, Black (2407D) /  
LAUREL Polo, Slate Grey (2373C) &  
LIBERTY Chino, Black (2404D)  
He wears: ASHTON Fleece ¼ Zip, Black (4642D) /  
COLUMBIA Polo, Slate Grey (4224C) &  
LEO SLIM FIT Chino, Black (8058D)
3. CHICAGO Raincoat, Black (9887D) /  
PEGASUS Trouser, Black (8754D)
4. VENICE Padded Jacket, Black (2413D) /  
ATHENS Jumper, Moss (2398F) &  
LIBERTY Chino, Tan (2404B)
5. WHIPCORD Raincoat, Black (4003D)
6. BUFFALO Padded Jacket, Black (4637D) /  
OSLO Jumper, Taupe (4568E) &  
LEO SLIM FIT Chino, Black (8058D)
7. She wears: LOUISE Waterproof Mac, Black (2423D) /  
TAYLOR Jumper, Black (2388D)  
He wears: SPENCER Waterproof Mac, Black (9177D) /  
DALLAS Jumper, Black (7898D)

BROOK  
TAVERNER

---

SINCE 1912

# CAR DEALERSHIPS

CORPORATEWEAR / FORMAL - CASUAL - INDIVIDUAL



[www.brooktaverner.com](http://www.brooktaverner.com)