

Tim Hortons Rolls Out New Look

Chain Launches New Career Wear Collection

November 2001– Something’s brewing at your local Tim Hortons and it’s not just a good cup of coffee. This fall Canada’s largest coffee and fresh baked goods chain is introducing its new line of Career Wear, by international fashion designer Stephan Caras. This new and exclusive look will be worn by 55,000 Tim Hortons employees, managers and store owners across the chain.

“With all of the changes in store designs and all of the things we are doing to meet consumers needs, it was an appropriate time to develop a whole new career wear line,” says Paul House, President & Chief Operating Officer of Tim Hortons. “Our new look was designed to foster employee pride and self-esteem. If you look good, you feel good!”

In November 1999 Tim Hortons commissioned Stephan Caras to develop the concept and design of the new uniform. Caras, through feedback and assistance from a committee of Tim Hortons franchisees and corporate personnel, has designed a look that is professional yet comfortable, durable and functional.

Crisp tailoring, warm colours and custom fabrics characterize Tim Hortons new distinct look. The individual pieces are all enhanced with very unique design details to provide a contemporary finish.

“Tim Hortons employees will feel very professional in this collection,” said Stephan Caras. “It’s a more contemporary, newer look that will allow them to feel good in what they wear. Employees are customer service ambassadors – the image of Tim Hortons. That’s why I designed a look that is crisp, clean and stylish.”

Since 1964, Tim Hortons employees have worn a variety of uniform styles. Now, with almost 2,000 stores across the country and 127 stores in the U.S.A., the chain is taking its image to a whole new level.

Stephan Caras Biography

International fashion designer Stephan Caras was born in Greece and educated in Australia, attending the Royal Melbourne Institute of Technology. He quickly went on to win the “Gown of the Year Award” and to design for a number of beauty queens including a “Miss World.”

Eager to advance his skills, he worked in France with such formidable fashion houses as Guy Laroche and Hermes.

During his odyssey, Stephan has made numerous presentations on the international fashion scene including shows in: Hong Kong, Osaka, Chicago, New York, Dallas, London and Los Angeles. Stephan was the first Canadian designer selected to present his collection at the prestigious “Igedo Top Trend Profashional Show” in Dusseldorf, Germany. He was highlighted as the finale of the show.

Stephan's design talent and technical experience is wide ranging. His knowledge of fabric development, construction and design, and his understanding of how clothing affects the human psyche is invaluable.

His signature line includes both eveningwear and a separates collection under the “Kyriako and Dion” label. His line is carried in fine clothing stores worldwide.

Stephan Caras is renowned for luxurious fabrics, rich textures and defining trims. He designs for the self-assured woman of today. Her subtle sensuality, feminine simplicity, is never out of mind – allowing her to look good and feel great.

Stephan Caras Design Inc. is based in Toronto, ON (416) 703-6929 (phone) and (416) 703-1567 (fax).



Tim Hortons Career Wear Collection

First impressions count...that's why Tim Hortons has developed this fashionable, crisp, contemporary new look for its employees.

Custom designed fabrics and colours are made with special blends in Canadian and American mills.

Shades of Tim Hortons own English Toffee, cappuccino foam and chocolate chip fuse together with fine stripe and herringbone fabrics to characterize this collection.

The individual pieces are all enhanced with very unique design details and accessories.

All garments are manufactured in Canada.

Storefront Ladies

Signature Double Collar Blouse: A contrast double collar is embellished with a stylish Tim Hortons antique brass button. Raglan sleeves allow for comfort while a special flourish is added to complete this piece – a signature Tim Hortons label inserted in the outside back neck.

Herringbone Pants: Double-pleated, a flattering and comfortable fit, these pants are made in Tim Hortons own "English Toffee" shade.

Storefront Men

Fine Stripe Shirt: This stylish pullover shirt is crisp and comfortable. A contrast stand collar, buttons and a label inserted in the outside back yoke create a classy statement.

Herringbone Pants: Double pleats provide comfort. A great contemporary and professional look in Tim Hortons own "English Toffee" shade.

Storefront Accessories

Unisex Sweater: A natty pullover designed for lasting wear from a unique custom twisted Piltrol™ yarn.

Drive Thru Jackets: Tim Hortons' new colours come together to create this trendy new jacket. This piece has an asymmetrical design, which is both practical and fashion-forward, and is made of a water-repellent nylon wrinkle taffeta and finished with a Tim Hortons twill tape label.

Apron: Herringbone fabric and an eye-catching black trim and label make this cover-up as attractive as it is functional.

Supervisors

Ladies' Blouse: This contemporary-styled blouse was designed with a fine stripe, contrasting bold black collar and a Tim Hortons antique brass button. Raglan sleeves offer comfort for a demanding job. A Tim Hortons signature label trims the shoulder.

Ladies' Pants: Borrowed from the storefront collection. Double-pleated, a flattering and comfortable fit, these pants are made of a herringbone blend in Tim Hortons own "English Toffee" shade.

Men's Shirt: A classic, tailored shirt in a fine stripe, designed to be worn with a tie for a professional, yet stylish profile.

Men's Pants: Borrowed from the storefront collection. A great contemporary professional look with comfort. Constructed from a herringbone fabric in Tim Hortons own "English Toffee" shade.

Men's Tie: Warm colours enhance the appeal of this tie. It's the perfect finish to Tim Hortons' new look!

Ladies' and Men's Supervisors/Managers Cardigans: Fashioned from a custom twisted pill-resistant yarn. This double knit "English Toffee" cardigan is accented with a black rolled edge border around the neck and front zipper.

Managers

Ladies' Blouse/Scarf: This contemporary two-piece look includes a comfortable black poplin blouse available in long and short sleeve. A Tim Hortons label is inserted in the outside back yoke. The stylish satin-touch oblong scarf can be worn in numerous ways to accentuate the look.

Ladies' Skirt: This designer-quality, flat front mocha-toned skirt is a great addition for those managers who like a choice.

Ladies' Pants: These great, finely woven mocha-toned pants offer a fashionable, figure flattering fit for all shapes and sizes.

Men's Shirt/Tie: Tim Hortons managers will look crisp and professional in their new black poplin shirt available in long and short sleeve. A Tim Hortons label enhances the pocket. The colours of the collection are brought together by the warm tones of the custom tie – a perfect finish for this stylish look.

Men's Pants: These new, finely woven mocha-toned tailored pants have a comfortable and flattering fit.

Accessories for All Staff

Signature Belt: An integral part of the collection. Modern and stylish, this embossed, black distressed genuine leather belt is finished with an antique brass buckle. A coordinating custom-made antique brass finish key chain is a practical addition for managers.

Visor: Tim Hortons new two-tone visor is sleek and eye-catching. Available in English Toffee/black for storefront staff and black/English Toffee for supervisors and managers. The adjustable strap provides a comfortable fit.

Soft Cap: Made of Supplex[®] nylon fabric, this new cap was designed to breathe with soft mesh on the crown. It is light and offers maximum comfort. Available in English Toffee for storefront staff and black for supervisors and managers.

Special Needs

Maternity Wear: These items offer contemporary styling and superb comfort. Designed to wear outside the pant, the blouse provides a soft, flattering drape. The classic herringbone pants feature an elasticized, expandable knitted front yoke. These pieces are available in both storefront and manager's styles.

What Tim Hortons staff have said about their new Career Wear:

Lyndsay – Storefront

“I like the professional look of the uniform, and I really like the pullover sweater that goes with it.”

Irene – Supervisor

“I like the fit. The uniforms are more comfortable and better looking than the old ones!”

Surinder – Manager

“I like to wear the black shirt. I’m all over the new uniform, it looks very cool.”

Tim Hortons Fashion Time Line 1964-2001

- 1964 Store #1 opens in Hamilton, Ontario
Servers sport a wide collar, zipper front blouse and a short skirt, complete with a frilly apron.
- 1970s Store #100 opens in Thunder Bay, Ontario
Servers have various options in camel and tan with brown contrasts. Short skirts are replaced with long skirts.
- 1989 Store #400 opens in Halifax, Nova Scotia
This year marks the introduction of burgundy. Bold colours and stripes are in and fashion becomes more tailored. Several styles of scarves are introduced for the female server. Male servers become more prominent.
- 1997 Store #1500 opens in Pickerington, Ohio
For the first time, navy and burgundy stripes make an appearance in Tim Hortons stores. Managers are now distinguished by a classic blue oxford shirt, tie and navy pant. The same burgundy scarf and a matching burgundy visor remain.
- 1999 Store #1800 opens in North York, Ontario
In November, Tim Hortons selects international fashion designer Stephan Caras to develop the concept and design of the new look in line with corporate objectives.
- 2000 Store #2000 opens in Toronto, Ontario
Stephan Caras conducts interviews with store owners and staff from across the chain to determine what is important to Tim Hortons employees when wearing a uniform.
- Tim Hortons new Career Wear Collection is custom designed with the participation of over 300 staff in 6 test markets. Tim Hortons management and Stephan travel across Canada visiting over a dozen different manufacturers, overseeing production and quality control standards.
- 2001 Tim Hortons launches its new Career Wear Collection by Stephan Caras.

New uniform. New colours. New look.