

WHITE PAPER

# The Positive Impact of Company Uniforms in Driving Organizational Success

## ABSTRACT

A company uniform is more than an article of clothing. It's an opportunity to enhance employee and customer confidence, boost morale, and inspire professionalism.

Comfortable and stylish uniforms translate into happier employees, better workplace morale, and ultimately, higher retention rates and less churn. Thoughtful uniforms are ones that combine functionality with comfort and style - all to promote a sense of belonging that enhances staff wellness.



## Introduction

Now more than ever, the modern workforce expects their employers to prioritize their well-being. When workers feel cared for at work, the impact is transformational: teams achieve higher profitability, productivity, and customer engagement—not to mention fewer safety incidents.<sup>1</sup> Better yet, they are:

**71%**

less likely to report  
burnout

**69%**

less likely to search  
for a new job

**36%**

more likely to thrive  
in their overall lives.<sup>2</sup>

And yet, only 24% of workers believe their employer takes their well-being into consideration.<sup>3</sup>

An often overlooked part of cultivating a culture of employee wellness is understanding employees' unique needs and giving them the tools they need to optimize their performance. One of the most important empowerment tools? Data increasingly shows it's the uniform that employees wear to work every day.

# The Benefits of Investing in Workwear Are Multifaceted

From restaurant and retail to convenience and telecom, a company uniform benefits both customers and staff.<sup>4</sup>

**Comfortable, functional, and stylish uniforms can increase employee happiness by as much as 22%.<sup>5</sup>**



## DRIVING STAFF WELLNESS

Comfortable, functional, and stylish uniforms can increase employee happiness by as much as 22%.<sup>5</sup> Research even reveals a direct correlation between clothing and human behavior.<sup>6</sup> Professor Adam D. Galinsky found in his study of “embodied cognition” that artist smocks made people more creative, while surgical lab coats increased their attentiveness.<sup>7</sup>

Studies have also suggested that uniforms “engender feelings of professionalism and self confidence.”<sup>8</sup> Besides the sense of self-worth one gets from feeling well-groomed and professional, a uniform worn by all members of staff—even in different styles—reinforces equality and community among workers.

Uniforms also create an important mental distinction between work and home.<sup>9</sup> When an employee gets dressed for work, they’re leaving distractions behind and are able to show up as their most professional self.

In other words, a company uniform is **more than just a t-shirt or hat.**

It's a powerful tool to:

- Support employees in their work environment
- Instill pride in them
- Empower them to express themselves authentically

In turn, employee satisfaction and confidence ripples across an organization, helping businesses accomplish goals, build customer loyalty, and establish brand trust.

### SUPPORTING CUSTOMER SATISFACTION

Uniforms also have a significant effect on customers, and may even have the power to make or break an experience.

Studies show that poorly-designed uniforms evoke feelings of mistrust in customers and contribute to a sense that a brand is “disorganized.”<sup>10</sup>

Stylish and high-quality uniforms, on the other hand, inspire brand loyalty and have “long-term and positive effects on... profitability.”<sup>11</sup>

Moreover, when staff feel confident and professional, it's only natural that they have more positive customer interactions. After all, employees are over 13% more productive when they're happy.



# 4 Essential Priorities for Modern Company Workwear Programs

Below, we consider **four essential layers of branded workwear**—and its transformative impact on employee well-being and organization-wide success:

## FOUR ESSENTIAL LAYERS OF BRANDED WORKWEAR

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### 1. Comfort



When employees are comfortable, they're in a better position to make customers comfortable. Part of cultivating a culture of comfort is also reinforcing that employees belong.

A recent study **found that employees showed a 56% increase in job performance when they felt a sense of belonging at work.**<sup>12</sup> Plus, happier employees means less churn, so uniforms save businesses the costs of high staff turnover.

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### 2. Personality



A survey from Indeed found that **98% of workers say they perform better when they feel confident.**<sup>13</sup> Showing up to work in a uniform should instill pride in employees.

And the impact of this confidence echoes across your organization's morale: 94% of employees say they're happier when they feel confident at work.

### 3. Functionality



A company uniform should reflect the unique needs of its employees and industry so that it's functional for the right work environments. A survey by YouGov Galaxy found that 56% of employees like wearing a functional uniform to work because they believe it's more practical for the job.<sup>14</sup>

That said, function doesn't have to mean sacrificing aesthetics. For example, factory and construction workers can have durable, protective uniforms that still look and feel great.

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### 4. Authenticity



**Allowing staff to embrace individuality at work increases mental wellbeing by 49%, feelings of happiness by 65%, and creates a better experience for staff and customers by 24%.<sup>15</sup>**

Virgin Atlantic is the perfect success story. After updating their uniform guidelines to allow employees to opt-out of gendered uniforms, their employees reported feeling more empowered.<sup>16</sup> In turn, they show up as the most confident version of themselves at work.

## Empowered People Power Business Success

Research shows it time and time again: when people feel empowered, businesses reap the rewards of stronger job performance, employee satisfaction, and retention.<sup>17</sup>

This leads to greater productivity and business growth.

While there are multiple factors that contribute to cultivating a culture that supports its employees, one of the best places to start is with an effective company uniform. It's a built-in opportunity for businesses to demonstrate they understand their employees' pain points and want them to show up to work feeling comfortable, true to themselves, and proud to belong to this community.

**Learn more about  
empowering your people  
and engaging your  
customers with custom,  
creative workwear.**

**Email HALO at  
[hello@halo.com](mailto:hello@halo.com)**



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## Endnotes

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