

BRAGARD REINFORCES ITS DEVELOPMENT IN 2020

2020 is off to a flying start for Bragard, the French leader in professional uniforms for hospitality and food services throughout the world.

In 2019, the very cornerstones of the brand were reorganised and revised. This resulted in recapitalization of the group in October, providing a palpable boost. Such investment has reflected the owners' confidence in this French company with unique heritage: widely recognized expertise, a cultural exception based in the Vosges, one of France's textile heartlands, and unrivalled intimacy with chefs around the world.

NEW CATALOGUE 2020 – THE MOST COMPLETE IN THE PROFESSION:

The year begins with bold, creative, generous and environmentally friendly style choices. Always taking that step further to meet the needs and desires of chefs, their teams, caterers, food services, waiters and restaurant and hotel owners.

A new year with new products that keep their promises: innovative, ethical, contemporary, stylish, comfortable, unrivalled: Bragard satisfies professionals and meets their daily requirements.

The 2020 catalogue has been published. The most complete in the profession, it features 77 new products and exclusive collaborations. It was released on January the 7th, at the annual international convention in the presence of the brand's friends: the Société Nationale des Meilleurs Ouvriers de France, the Bocuse d'Or French team...and this year's ambassadors, including Christophe Bacquié, MOF and Amandine Chaignot, renowned chef. See all our latest products at: www.bragard.com

STUDIO B – THE NEW BRAND VOSGES DESIGNED:

Bragard takes this opportunity to launch its new brand worldwide:

STUDIO B.

In just a few months, the design teams have secretly worked to design ideas, create models, source fabrics and develop features. Exuberant creativity for an individual collection that crosses new boundaries. The target is more urban and hipster professionals with an undeniably fashionable influence.

Contemporary, audacious and electric: this new concept with eight exclusive products will be an immediate success. See it now at: www.studiobragard.com.

A SOLID PARTNERSHIP

Many French and international professional associations – all partners of the brand - showed their loyalty and attachment, and their confidence in the new direction taken when the line was launched including: Cuisiniers de la République, Association des Gouvernantes Générales de l'Hôtellerie, ANEPHOT, AFLYHT, Société des Meilleurs Ouvriers de France, the Michelin Guide, Grandes Tables du Monde, CNCT, Toques Françaises, Relais&Châteaux and Les Collectionneurs...

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Once again, in 2020, Bragard will accompany the most prestigious competitions around the world like the Bocuse d'Or, the World Pastry Cup, the International Catering Cup, the Trophée Delaveyne, the Coupe George Baptiste...

“BRAGARD IS A WOMAN!”:

Finally, Bragard is working with FIGAROSCOPE for the FIGAROSCOPE-BRAGARD Grand Prix for women chefs in Paris.

The winner will feature in the Figaroscope for ten weeks and will wear an exclusive Bragard jacket. The laureate will be announced in May.

Why this new competition? Because “Bragard is a woman! A daring, modern, confident and creative woman. She’s generous...and a demanding professional!”

A STRATEGIC AND LONG-TERM ALLIANCE:

In 2020, CHEF WORKS, a global culinary apparel brand with a particularly strong presence in the USA and UK, decided to invest in the group.

On January the 31st 2020, the group’s new name, BRAGARD GROUP SAS will be launched. This is a proud day for the group and promises the reinforcement of the financial structure and projects.

French group Bragard’s international activity already spreads to seven subsidiaries in Europe and Dubai and agents in Japan, Portugal, Brazil and the US.

CHEF WORKS gives to the French group a worldwide reach.

“It is a unique opportunity for our group to receive support from a family-owned group like CHEF WORKS in the same sector. They have decided to reinforce Bragard, a traditional brand with unique market share and independence.” Guy Bœuf, CEO-President if Bragard.

“We have long term respect for Bragard for its originality, French identity and committed employees. The brand is recognized around the world as leader in the sector, particularly in the restaurant business. By investing in the BRAGARD holding company, we guarantee long term development and provide top quality to all our customers around the world.” Paul Gross, Managing Director- Corporate Attorney CHEF WORKS.

Context:

BRAGARD GROUP – 30 million euros – 190 employees – based in Epinal in the Vosges department.

CHEF WORKS – in excess of 110 million dollars and 350 employees, operating in more than 80 countries across the globe.

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Amandine Chaignot – Christophe Bacquié / BRAGARD Ambassadors



STUDIO B / The new brand by BRAGARD



*From left to right:
Ryan Bucke – Guy Bœuf – Barry Stiefel – Paul Gross*



*From left to right:
Guy Bœuf – Paul Gross*



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