

## Looking our best

Bendigo Bank staff members welcomed a new look in December 2007. Our employees have been wearing uniforms since the 1980s but never has so much work gone into dressing the people who are the face of the bank.

Here is a look at our uniforms over the decades.

Our style in the 1980s.



Grey and pink dominated our range in the early 1990s.



Influences from Coco Chanel crept into our next range.



**Our look**

A committee which included staff members selected the clothing that bank employees wear, but not before staff members were asked, focus groups were consulted and the range's sizes were fitted to staff all over Australia.

The new collection reintroduces colour, particularly burgundy which is the bank's signature

colour. It also attempts to match uniform with colours used in the new branch layout.

Counting every different piece in every different size, there are more than 500 items in the range.

And new items are introduced every year to keep the uniform looking fresh and up-to-date.

That is all fine – but the process will begin again in about three years time.

A corporate uniform has a lifespan of about five years.

Because they contain a logo, old uniforms can't be sold as second hand clothing nor sent overseas. They are instead sent to a selected clothing

recycler who processes them for reuse as rags.

As outdated as some of the pictured uniforms on this page look, Bendigo Bank has a great track record with fashion. A story goes a staff member wore her Bendigo Bank uniform – logo covered by a brooch - to a wedding in Perth where she received many compliments.

We have always loved colour.

Grey made a comeback at the turn of the century.

This is how we look today.



**Our look**

