

Urbanbar Design Relaunches with a Digital Partnership with Smudge Eats

One of Australia's leading uniform outfitter businesses, Urbanbar Design, has celebrated its continuing success by completely revamping its website.

The boutique business, based in Melbourne, is the brainchild of Leesa Dawson and Garry Kamp. The pair united under the Urbanbar Design name a number of years ago, combining Leesa's extensive experience in the fashion world with Garry's know-how in the hospitality and workwear industries to create a tailor-made company that offers a diverse range of uniforms, including aprons, shirts and accessories.

2016 saw even more growth, with the launch of new styles and a completely fresh website.

"Every detail from the crema on a coffee to an apron strap needs to be Instagram-worthy these days," said Leesa.

"Therefore, we needed a website that would be just as visually appealing, providing the best platform to showcase our ever-evolving range of products."

The easy-to-navigate site provides potential customers with easy access to the latest styles, and features information on custom styling and uniform care. Best of all, finding your staff's new outfits is now even more convenient: with a quick click of a button, a completely new look could be yours.

To celebrate the change, they also partnered with online magazine Smudge Eats to explore one of the under-appreciated elements of the hospitality experience. The pairing was perfect for more than one reason: both boutique businesses, Urbanbar and Smudge understand that the devil is in the detail: a dining destination is not only about the food and wine, but about the tiny touches, like what the staff are wearing.

Urbanbar Design's new website is accessible at www.urbanbar.com.au. You can read all about Urbanbar Design on Smudge Eats.

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