

EMR staff take to the catwalk to reveal new uniform

May 3, 2022



EMR swapped the tracks for the runway when employees at the rail operator took to the catwalk to launch their new uniform.

Over 2000 EMR staff have been issued with the new uniform, which can be seen at stations and on-board services from today (Tuesday 3rd May). The new EMR uniform has been designed to be more easily identifiable to their customers.

For the launch, EMR employees took part in a catwalk, which was filmed at Nottingham railway station.

https://www.youtube.com/embed/f4_C5pSe6rA

The uniform, which will be worn by EMR employees within the Customer Service, Driver and Fleet areas of the business, has been created to allow an open wardrobe for staff to select the fit and style of garment that suits them best.

Each EMR team member is able to choose from a range of garments specially created for their role. The

range includes a variety of items that are versatile for every weather condition, as well as being comfortable and smart.

The new name badges also include language flags. These flags will identify those who are confident speaking multiple languages, to a level they would be able to assist customers. The flags have been designed to improve accessibility across the EMR network, particularly for customers who don't speak English as their first language.

Neil Grabham, customer experience director for EMR said: "The new uniform, which was designed in collaboration with staff from start to finish, will give our colleagues a fresh look, making them easily recognisable to customers in the EMR colours. It has been designed with practicality and comfort in mind, and of course, it will help all EMR colleagues retain a highly visible and recognisable presence around our stations and On Board.

"I am so proud of everyone who has been involved in this project, we've created a uniform that not only looks good, but also allows our staff to bring their authentic selves to work and wear their new uniform with pride".

The new collection was designed and developed by the Debbie Johnson who has previously designed internationally for many of the world's leading airlines, travel and transport companies, including Virgin Atlantic and Eurostar. She said: "The uniform has been created based on user feedback and collaboration with a volunteer working group from across all areas of EMR.

"In the early stages of the project, we immersed ourselves in swatches of material, going on a journey to find the perfect balance of fabrics, patterns and textures that work synonymously with the heritage and colour palette, and perfectly tell the story of the brand, but also retained a look and feel of a modern working uniform".

Louise Noke is a Customer Service Officer for EMR, she said: "I have been involved in the uniform trial from the beginning in 2021, and I was delighted to be asked to help launch the uniform to the rest of EMR staff.

Louise, who also plays a part in the current EMR TV advert featuring Miles, has said wearing the uniform really helped her with her confidence, "having my colleagues from across the business comment on how great the uniform looks has been such a positive experience.

"We have been patiently waiting for the new uniform to arrive and today we can all wear it with excitement and pride, helping us deliver the best experience for our customers".