



Lead. Don't follow.

Unless it's your heart,
your passion, your eye for excellence.

In any other situation: take charge.

Trust your senses, your talents,
your skillful mind.

Unleash your creative potential
and dare to dream big.

Raise the bar.

Lead. Know that you are headed
in the right direction.

**Know your worth and
wear it with pride.**





Premium wear with a personal touch

For over 35 years and counting, Le Nouveau Chef has been creating premium wear for chefs and other professionals in the food and hospitality industry. Because we understand quality. We understand hospitality. And most of all, we understand your personal style.

From the moment you start your day until long after the last guests have gone home: the clothes you wear are part of your experience. And not only are they a part of how you experience your day, they are also a part of the quality, service and hospitality you offer. The more comfortable you feel, the more memorable the experience.



Welcome to the family

What started as a family business 35 years ago is now a thriving company with loyal suppliers all over Europe and an international client base that values our expertise and our talent for balancing practicality and style. In fact, we still know a lot of our clients personally. Many have even become friends, or rather, part of the family.

We care a great deal about establishing genuine and long-lasting connections with those who wear our clothing. As Le Nouveau Chef continues to remain a solid family business, we recognise that our family values, and authentic connections are what brought us where we are today.

“Our family values,
and authentic connections
are what brought us where
we are today.”





From left to right:
Top Evy **Apron** Bistro
Shirt Liam **Bib** **Apron** Seattle **Pants** Oregon

Green choices

At first, Green Choice was a single collection. Now, it is a mindset. Our mindset. Premium workwear, made with love for the planet. Our products are made with a few key principles in mind.

To create our collections, we use high-quality fabrics, made from sustainably sourced materials. All of our fabric production and clothing manufacturing takes place in Europe, and we continue to minimise waste in the process.

But we won't stop there. We acknowledge our social responsibility to always do better, to always be better. To transform the way we live, the way we work, the way we go about our day. We acknowledge our responsibility to keep making Green Choices that will contribute to the wellbeing of our planet and our future generations.

A close-up photograph of several dried, light-colored flowers on a dark stem, set against a blurred green background. The flowers have a delicate, feathery appearance.

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European production

We strive to minimise our carbon footprint, and to maximise the well-being of the workforce. All material and fabric production, as well as our clothing manufacturing takes place in Europe.



Sustainable quality

Always looking ahead means always looking for the best and most sustainable solution. We work with suppliers who share our values and deliver high-quality, eco-friendly materials and fabrics.



Made to last

We carefully choose our materials to produce workwear that's made to last. To help you keep your outfit in great condition, detailed wash instructions are supplied with every item.



Waste Reduction

We continue to tirelessly optimise our production and packaging processes in order to reduce waste.



Jacket Angelo



Easy to combine colours

Creating the perfect balance between form and function: it's always been a basic principle of our design philosophy. The result: the freedom to create a well put-together look that allows for unicity. Easily combine colours, or use a single colour scheme to dress your entire crew.



A photograph of four models in a warehouse setting, wearing dark blue chef uniforms. From left to right: a man in a long-sleeved button-down shirt, a woman in a long-sleeved blouse and skirt with a light-colored belt, a woman in a long-sleeved blouse and bib apron, and a man in a long-sleeved shirt and bib apron. They are all looking towards the camera or slightly away. The background is a simple, industrial-looking space with concrete floors and white walls.

Dress your entire crew,
from chef to service

From left to right:
Jacket Julien, **Blouse** Lon, **Apron** Spanish short, **Jacket** Jolie
Bib Apron Davos, **Shirt** Liam, **Bib Apron** Davos, **Shoes** DB sneaker



Jacket Julien



High-quality fabrics

We use excellent materials to create performance workwear that's designed to last. Our clothing is made of lightweight, breathable, comfortable and durable stretch knit fabrics. Every single item can withstand the high-temperatures of industrial washing machines, whilst maintaining our signature premium look.



Jacket Jolie

Tencel

TENCEL® is a sustainable produced fibre made of Eucalyptus wood which is extracted from responsible managed forests with official FSC certification. The solvent used during the production of TENCEL® is recycled by almost 100%. TENCEL® received the 'European award for Environment' from the European Union for their unique production process.

Organic-Cotton

Organic cotton is produced and certified to organic agricultural standards. The production sustains the health of soils, ecosystems and people by using natural processes rather than artificial inputs. Organic cotton farming does not allow the use of toxic chemicals, like pesticides, or genetically modified organisms.

BCI-Cotton

The Better Cotton Initiative exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future, by developing Better Cotton as a sustainable mainstream commodity. It is a holistic approach to sustainable cotton production which covers all three pillars of sustainability: environmental, social and economic.

Recycled PET-Polyester

With this method Plastic bottles, made from PET, are recycled into Polyester. This is a source of plastic that would otherwise go to landfill and would create pollution. During the process it causes less air, water and soil contamination compared to the use of non-recycled polyester.



Blouse Lon

A PREMIUM SERVICE

The key ingredient for great success?
Great service. We get that. And we believe
that a little hospitality goes a long way.
That is why you can always count on us to
provide service with a smile. We are happy
to offer advice tailored to your needs, to
ensure you'll only have to focus on your
guests' needs.



Join our community @LeNouveauChef





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