

newchef®

fashion inc.



The Culinary Collection

GERRY GARVIN | CELEBRITY CHEF





CHANTAL SALAMA
CEO



G. LUCIEN SALAMA
FOUNDER | CHAIRMAN

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fashion inc.

INTRODUCTION

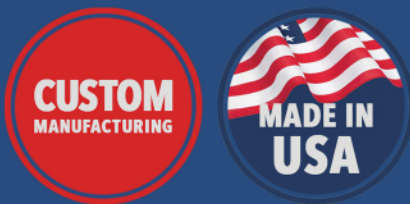
NEWCHEF Fashion, Inc. has revolutionized the culinary industry with unique, fashionable, and moderately priced uniforms. Before our inception in 1989, culinary apparel was drab and unappealing—our elegant fabrics, decorative trims and ribbons, colorful prints, and slimming “V” lines have made restaurant staff look as delectable as their food tastes. Our in-house graphics team can further enhance the apparel with custom-designed embroidery to ensure an original and unparalleled image. We create uniforms for the entire staff from Culinary, Wait Staff, Kitchen and Front of the House.

Whether you need to outfit a staff of one or one thousand, NCF has you covered. We offer specialized and tailored designs to meet the needs of all your employees from sizes small and petite to big and tall. Our manufacturing capabilities, expert knowledge and design skills will set your staff apart from business contemporaries. Utilizing only the highest quality materials along with prompt manufacturing and turnaround has always been our standard.

Starting with a single, specially designed jacket for the Toque Blanche organization, NCF has blossomed into a world-renowned culinary fashion design leader. Though we maintain over 40,000 accounts with some of the most prestigious hotels, casinos, country clubs, culinary schools, restaurants, cruise lines, and various branches of the military, we retain an entrepreneurial customer service ethic. We know our customers have made us what we are today; in turn, we produce the most efficient service at the most competitive cost.

Co-founded by a talented fashion designer and a manufacturing and merchandising expert three decades ago, NCF boasts the honor of being the official outfitter for the American Academy of Chefs (AAC). Many well-known chefs’ organizations—Chaine des Rotisseurs, World Association of Chefs Societies (WACS), Golden Toque and many Chapters of the American Culinary Federation (ACF)—have also entrusted NCF with their uniform and embroidery requirements.

Our knowledgeable customer service representatives are dedicated to making your experience as professional yet personable as possible. You will never be just an account number. We create real workwear for real working people, and we strive for the utmost efficiency and satisfaction with all our clients. You can depend on us to go well beyond all your expectations.



*If You Look Good,
You Feel Good,
You Cook Good!*



Thank you for choosing NCF to meet all your culinary apparel needs,
Your satisfaction means everything to us!

Operating Hours: Monday - Friday 7:30am - 5:00pm PST

Visit: NEWCHEF Fashion Inc. 3223 East 46th Street, Los Angeles, CA., 90058

Website: www.newchef.com

Call Toll Free: 1.800.NEWCHEF (639.2433)

Fax: 1.323.581.0077

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**LOS ANGELES
BUSINESS JOURNAL**
(December 22, 2014 - January 4, 2015)



Southern California
Apparel Awards
2014

*PRIVATE
COMPANY
OF THE YEAR*

Designer Collection

*These styles will keep you fresh and
comfortable in the kitchen.*





**New
STYLE!**

JESSICA TIFFANY LUEVANO

Demi Chef
CLUB 33



Women's Mesh Chef Coat
NC-TIFFANY | 140749
\$56.95ea. XS-XL

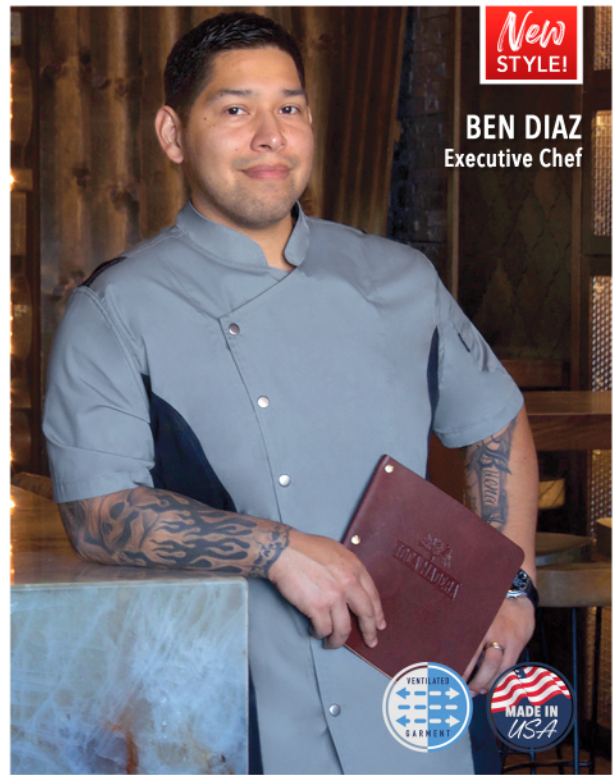
Black / Charcoal Mesh Contrast





Women's Mesh Chef Coat
NC-CECIL | 135264
 \$44.95ea. XS-XL

Sailor Blue/Black Mesh



Mesh Chef Coat
NC-CYRIL | 135081
 \$44.95ea. XS-XL

Grey/Black Mesh Contrast



Mesh Chef Coat
NC-TIFFANY-SS | 139082
 \$52.95ea. XS-XL

Mint/White Mesh Contrast



White	Light Pink	Grey
Neon Yellow	Light Yellow	Dark Yellow
Lime	Turquoise	Teal
Kelly Green	Green Forest	Olive
Fushia	Light Red	Dark Red
Burgundy	Grape	Brown
Charcoal	Purple	Orange
Denim	Royal Blue	Navy
Black	Silver	

Choose Your
 Mesh Color

DESIGNER COLLECTION



Chef Coat
NC-COLTON | 140750
\$49.95ea. XS-XL

White/Charcoal Mesh Contrast



Women's Chef Coat
NC-COLETTE | 137419
\$49.95ea. XS-XL

Black/Light Red Mesh Contrast



Chef Coat
NC-PRESTON | 136880
\$55.95ea. XS-XL

Black/Light Red Mesh Contrast



Chef Coat
NC-PAOLO | 140751
\$55.95ea. XS-XL

Black/White Mesh Contrast



New
STYLE!

JULIAN RODARTE
Chef
BETO & SON

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- | | | |
|-------------------------|----------------------------|--------------------------|
| Black/Black Contrast | White/Silver Contrast | Navy/Black Contrast |
| Black/Charcoal Contrast | Sailor Blue/Black Contrast | Black/Light Red Contrast |



Mesh Chef Coat
NC-CLIVE | 139182
\$59.95ea. XS-XL

Navy/Silver Mesh Contrast



DESIGNER COLLECTION

CHOOSE YOUR PIPING COLOR



CHOOSE YOUR FABRIC COLOR

MANCHESTER FABRIC : 100% COTTON : 4.86 OZ

Mist	Taupe	Violet
Peach	Kiwi	Peacock
Poppy	Denim	Pepper
Caramel	Crimson	Royal

LITE FABRIC : 65% POLY / 35% COTTON : 5.5 OZ

White	Slate	Black
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BREEZE TWILL : 65% POLY / 35% COTTON : 6 OZ

White	Grey	Khaki
Cherry	Royal	Charcoal
Olive Drab	Burgundy	Brown
Navy	Dark Navy	Black

DENIM : 100% COTTON : 6.5 OZ

Indigo Denim	Black Denim
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**Based on fabric availability*



Chef Coat
NC-CLAYTON | 139196
\$68.99ea. XS-XL

Manchester Royal/Plaid Contrast



Fitted Chef Coat
NC-HUDSON-SLIM | 139116
\$49.95ea. XS-XL

Olive Drab/Gold Stitching



Women's Fitted
NC-HEIDI | 140938
\$49.95ea. XS-XL

Slate/Orange Stitching



New
STYLE!

GEORGE M. CALDERA
Operations Manager
THE KNOTTED APRON



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Chef Coat
NC-LENNOX | 138680
\$58.99ea. XS-XL

Manchester Royal/Plaid Contrast



DESIGNER COLLECTION

**New
STYLE!**

DANIELLE DURAN
CHEF
MEXITALIAN



Charcoal/Light Grey Trim	Slate/White Trim	Black/Light Grey Trim
Olive Drab/Brown Trim	Navy/Light Grey Trim	Royal/Light Grey Trim






CENTER BACK
ACTION PLEAT

Chef Coat
NC-PASCUALA | 139117
\$59.95ea. XS-XL

Burgundy/Light Grey Contrast





JOHANNES BERNAU
EXECUTIVE CHEF
REAL MEX RESTAURANTS



Chef Coat
NC-PASCAL | 120729
\$59.95ea. XS-XL

Black/Black Contrast

Available in short sleeves
131547
\$49.95ea. XS-XL



SPLIT COLLAR
WITH TRIM



SILVER SNAP
BUTTONS



UNDER ARM
AIR VENTS



Chef Coat
NC-ALFANO | 140891
\$59.95ea. XS-XL

White/Gold Contrast



SPLIT COLLAR
WITH TRIM



ANTIQUE
BRASS SNAPS

CONTRAST TAB



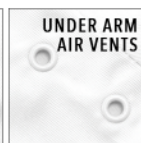
Chef Coat
NC-ALFANA | 140892
\$59.95ea. XS-XL

White/Grey Contrast



SILVER
MATE SNAPS

CONTRAST TAB



UNDER ARM
AIR VENTS



DESIGNER COLLECTION

New
STYLE!

DONALD MAYO
Executive Chef
THE 8TH NOTCH

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Chef Coat
NC-BROCK | 139118
\$110.00ea. XS-XL

Indigo Denim/Light Grey Contrast





CHRIS DRISCOLL

Jr Sous Chef
GUERRILLA TACOS

JESSICA TIFFANY LUEVANO

Demi Chef
CLUB 33

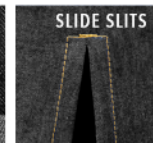
Chef Coat
NC-VOLTAIRE-SS | 128837
\$75.00ea. XS-XL

Black Denim/Reverse Contrast



Women's Chef Coat
NC-BRENNA | 134009
\$110.00ea. XS-XL

Black Denim/Copper Stitch



Chef Coat
NC-COLE | 140153
\$59.95ea. XS-XL

Indigo Denim



DANIELLE DURAN
Chef
MEXITALIAN

Women's Chef Coat
NC-EMBER | 133897
\$110.00ea. XS-XL

Indigo Denim/Copper Contrast



DESIGNER COLLECTION



Chef Coat
NC-GIOVANNI | 139440
\$52.50ea. XS-XL

Manchester Pepper/Black Stitch



Chef Coat
NC-GERARD | 141521
\$62.00ea. XS-XL

Black/Grey Contrast



Chef Coat
NC-VENICIO | 140986
\$45.00ea. XS-XL

Grey



Chef Coat
NC-ESSEX-TAB | 140752
\$59.95ea. XS-XL

White/Grey Contrast





JULIAN RODARTE
Chef
BETO & SON

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Grey/Black	White/Black Pincord	Indigo Denim/Reverse
Olive Drab/Black	Black/Black Chambray	Black Denim/Reverse



Chef Coat
NC-LUDO-CTR | 139781
\$58.95ea. XS-XL

Navy/Black Contrast



DESIGNER COLLECTION



Chef Coat
NC-HUDSON | 141376
\$89.00ea. XS-XL

Heather Grey/Indigo Big Stripe



Bib Apron
NC MADDOX | 138387
\$26.95ea.

Indigo Big Stripes/Red Contrast



Chef Coat
NC-LARRY | 135359
\$25.95ea. XS-XL

Black/Black Chambray



Chef Coat
NC-LARISSA-TMA | 131474
\$25.95ea. XS-XL

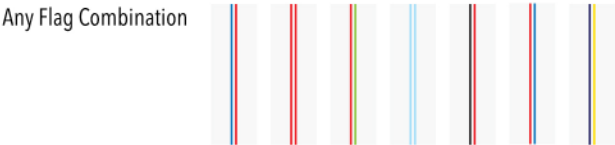
Black/Black Chambray





Chef Coat
NC-TORINO | 139745
\$95.00ea. XS-XL
White/Italian Flag Colors

Chef Coat
NC-TORINO | 139746
\$95.00ea. XS-XL
White/USA Flag Colors



Chef Coat
NC-PATTERSON | 139374
\$25.95ea. XS-XL
Heather Grey



Chef Coat
NC-VERONA | 139744
\$95.00ea. XS-XL
White/Italian Flag Colors



Executive Collection

A traditional feel but with a modern twist.



TOM FRAKER
Corporate Chef
MELISSA'S



STUD BUTTONS



Frenchy Chef Coat
NC-1004TSTD BLK | 106536
\$70.00ea. XS-XL
White/Black Trim

EXECUTIVE COLLECTION

WILLIAM YEE
VP Chefs de Cuisine
ASSOCIATION OF CALIFORNIA



Royal Chef Coat
NC-1005TCCSNPRBLU | 108982
\$80.00ea. XS-XL

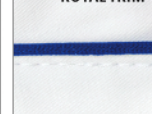
White/Royal Trim

Available in Egyptian Cotton
109982
\$90.00ea. XS-XL

PEARL SNAP
BUTTONS



ROYAL TRIM



UNDER ARM
AIR VENTS





New
STYLE!

CASEY THOMPSON
Executive Chef

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Chef Coat
NC-001SDLNT-LCD/E4132B | 124222
\$90.00ea. XS-XL

Charcoal



EXECUTIVE COLLECTION

**New
STYLE!**

BEN DIAZ
Executive Chef



Royal Chef Coat
NC-1005NPBLK | 105958
\$80.00ea. XS-XL

White/Black Trim

Available in Egyptian cotton
106555
\$90.00ea. XS-XL

PEARL SNAP
BUTTONS



PIPING AND
RIBBON



UNDER ARM
AIR VENTS

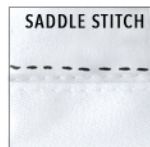




Women's Royal Chef Coat
NC-1005LSNPBLK | 110037
\$80.00ea. XS-XL
 White/Black Trim
 110038 Available in egyptian cotton \$90.00



Women's Royal Chef Coat
NC-1005LSDL-SNPBLK | 114626
\$80.00ea. XS-XL
 White/Black Trim
 126067 Available in egyptian cotton \$90.00



Royal Chef Coat
NC-1005TMSNP-LTGRY | 140322
\$90.00ea. XS-XL
 Black/Light Grey Trim



Royal Chef Coat
NC-1005LSDL-SNPBLK-1 | 124244
\$80.00ea. XS-7XL
 Silver Grey/Black Stitch

