



ENRICH THE JOURNEYS  
OF OUR PEOPLE AND  
OUR GUESTS

## TAKING PRIDE IN YOUR PERSONAL GROOMING AND APPEARANCE

Our appearance is a critical ingredient in the visual impression that The Landmark London makes upon its guests and clients.

The impact made by an employee depends upon well designed uniforms and professional business attire being worn properly and complemented by the highest standards of personal grooming.

- All uniforms and non uniforms should be comfortable and well fitted but not too tight.
- Select the size that fits you best.

This appearance policy is for all team members and managers, Front and Back of House including Chefs.

Please note this guideline cover all team members and managers up to but excluding the executive team.

On some occasions exception to the appearance policy may be made on medical grounds or religious grounds – please speak to the Human Resources team, if you feel this may affect you.



This policy is subject to review and change at any time – by the Executive team

*Reviewed 05/09/2019*




## Generic standards


The following standards apply of all Team Members and Managers

|                | Ladies  |  | Gentlemen  |   |
|----------------|---|--|--|---|
|                | YES   | NO   | YES  | NO  |
| <b>General</b> | <ul style="list-style-type: none"> <li>▪ All items to be in good repair</li> <li>▪ Laundered</li> <li>▪ Well ironed</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Marks</li> <li>▪ Stains</li> <li>▪ Signs of wear and tear</li> <li>▪ Fading</li> </ul>  | <ul style="list-style-type: none"> <li>▪ All items to be in good repair</li> <li>▪ Laundered</li> <li>▪ Well ironed</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Marks</li> <li>▪ Stains</li> <li>▪ Signs of wear and tear</li> <li>▪ Fading</li> </ul>   |
| <b>Shoes</b>   | <ul style="list-style-type: none"> <li>▪ Plain black leather/ leather look court shoes only with a minimum of 1 inch heel and maximum of 3½inch heel.</li> <li>▪ Always clean, polished and in good repair.</li> <li>▪ Safety shoes to be worn where necessary as provided by the Hotel.</li> <li>▪ Accommodation Services Room Attendants are permitted to wear flat plain black leather /leather look shoes.</li> <li>▪ Patent shoes.</li> <li>▪ Non uniformed: may wear a colour to match their suit</li> </ul> <p><b>Safety shoes:</b><br/>                     Kitchen<br/>                     Stewarding<br/>                     Engineering<br/>                     Good receiving / purchasing assistant</p> | <ul style="list-style-type: none"> <li>▪ Boots</li> <li>▪ Doc Martens</li> <li>▪ Open toe shoes or sandals</li> <li>▪ Sling backs</li> <li>▪ Large bows, buckles or laces</li> <li>▪ Ballet shoe</li> <li>▪ Wedges</li> <li>▪ Decorative design or evening shoes</li> <li>▪ Trainers</li> <li>▪ Or shoes that look like trainers</li> <li>▪ Suede</li> </ul> <p><b>NB:</b><br/>                     High heels are actively discouraged - and are not a requirement under this policy.</p> | <ul style="list-style-type: none"> <li>▪ Plain black leather shoes</li> <li>▪ Tuxedo shoes</li> <li>▪ Flat soles with shoelaces of slip on</li> <li>▪ Always clean, polished and in good repair</li> <li>▪ Safety shoes to be worn where necessary as specified by the Hotel</li> </ul> <p><b>Safety shoes:</b><br/>                     Kitchen<br/>                     Stewarding<br/>                     Engineering<br/>                     Good receiving / purchasing assistant</p> | <ul style="list-style-type: none"> <li>▪ Boots</li> <li>▪ Doc Martens</li> <li>▪ Buckles or tassels</li> <li>▪ Loafers</li> <li>▪ Suede</li> <li>▪ Trainers or shoes that look like trainers</li> </ul> |
|                |  <p>Flats below for Accommodations Services Rooms Attendants only</p>  |    |  |   |



|                              |   |  |  |   |
|------------------------------|---|--|--|---|
| Ladies Hosiery & Gents Socks | <ul style="list-style-type: none"> <li>▪ Flesh coloured tights or</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Bare legs</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Plain black or dark socks,</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Colours</li> </ul>   |
| Names Badges                 | <ul style="list-style-type: none"> <li>▪ Badge with YOUR name to be worn on the left side jacket / waistcoat lapel or shirt</li> <li>▪ Landmark L to be worn on left side just above name badge</li> </ul> <p>Chefs are to wear name badges when working on public areas</p>  | <ul style="list-style-type: none"> <li>▪ Scratches or damage</li> <li>▪ Old versions of the name badges or L pins</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Badge with YOUR name to be worn on the left side jacket / waistcoat lapel or shirt</li> <li>▪ Landmark L to be worn on left side just above name badge</li> </ul> <p>Chefs are to wear name badges when working on public areas</p> | <ul style="list-style-type: none"> <li>▪ Scratches or damage</li> <li>▪ Old versions of the name badges or L pins</li> </ul>  |
| Jewelry                      | <ul style="list-style-type: none"> <li>▪ A wedding and/or engagement ring may be worn on third finger of left hand. One other plain gold or silver ring is permitted on the right hand making a maximum of three rings.</li> </ul> <p>Uniformed:</p> <ul style="list-style-type: none"> <li>▪ One stud style earring only may be worn in each earlobe made or gold, silver, pearl/pearl like or a small stone</li> </ul> <p>Non uniformed:</p> <ul style="list-style-type: none"> <li>• Drop earrings may be worn with a drop no longer than 1 inch stockings</li> <li>▪ Thickness 15 denier</li> <li>▪ Banqueting waitresses to wear 15 denier black tights.</li> <li>▪ Accommodation services room attendants to wear black tights 30 denier.</li> </ul> <p><i>Please note pop socks, knee highs, tights must be worn when wearing trousers</i></p> | <ul style="list-style-type: none"> <li>▪ Costume or plastic jewelry</li> <li>▪ Hoop</li> <li>▪ Ankle chains</li> <li>▪ Brightly coloured wrist watches, no characters</li> <li>▪ Sports watches</li> <li>▪ Badges or brooches</li> <li>▪ No pins representing other companies (unless instructed by the hotels management)</li> <li>▪ Visible body piercing</li> <li>▪ Rings on thumbs</li> <li>▪ Black tights (see exceptions)</li> <li>▪ Pop socks (unless wearing trousers)</li> <li>▪ Patterns or seams</li> <li>▪ Ladders or holes</li> <li>▪ Thick tights over 15 denier (except for room attendants in accommodation services)</li> <li>▪ Under 15 denier or light tights that give the impression of bare legs</li> <li>▪ Socks</li> </ul> | <ul style="list-style-type: none"> <li>▪ A wedding ring may be worn on third finger of left hand. One other plain gold or silver ring is permitted on the right hand making a maximum of two rings.</li> <li>▪ appropriate for the colour suit</li> </ul>                    | <ul style="list-style-type: none"> <li>▪ Earrings</li> <li>▪ Visible chains</li> <li>▪ Brightly coloured wrist watches</li> <li>▪ Sports watches</li> <li>▪ no characters</li> <li>▪ Badges or brooches - (except from Concierge Golden Keys)</li> <li>▪ No pins representing other companies (unless instructed by the hotels management)</li> <li>▪ Visible body piercing</li> <li>▪ Bracelets</li> <li>▪ Rings on thumbs</li> <li>▪ Tie pins</li> <li>▪ Designs or patterns</li> </ul>  |



|                         |  |  |   |  |
|-------------------------|--|--|---|--|
| <p><b>Cosmetics</b></p> | <ul style="list-style-type: none"> <li>▪ Appropriate light make up to be worn every day to compliment skin tone and uniform.</li> <li>▪ Nails kept clean and properly manicured.</li> <li>▪ No longer than 5mm over the fingertips.</li> <li>▪ Clear, light, neutral or French nail polish is acceptable</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Excessive make up or exaggerated “party make” up</li> <li>▪ Glitter or frosted make up</li> <li>▪ Coloured or patterned nail enamel</li> </ul> <p><b>Food handlers</b></p> <ul style="list-style-type: none"> <li>▪ For F&amp;B and Kitchen staff no nail polish, gels or acrylics is permitted.</li> </ul>                                       | <ul style="list-style-type: none"> <li>▪ Aftershave and subtle scents only (food and beverage staff are advised not to wear scent)</li> <li>▪ Nails kept clean, short and properly manicured.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ No strong aftershaves or scents. If in doubt speak to your Head of Department.</li> <li>▪ Facial foundation or liquid base</li> <li>▪ Facial make up in any form.</li> </ul>  |
| <p><b>Hair</b></p>      | <ul style="list-style-type: none"> <li>▪ Ponytail, bun, French roll.</li> <li>▪ Natural hair colour tones only</li> <li>▪ Hair accessories must be appropriate to your hair colour only</li> </ul> <p><b>Food Handlers:</b></p> <ul style="list-style-type: none"> <li>▪ See above: All hair must be out of face</li> </ul> <p><b>Uniformed:</b></p> <ul style="list-style-type: none"> <li>▪ Shoulder length or shorter hair may be worn loose without being tied back but should be off the face and must be neat and tidy in a classic conventional style.</li> <li>▪ Longer hair to be worn up in a simple classic style,</li> </ul> | <ul style="list-style-type: none"> <li>▪ Fringes that/ or hair hanging over the eyes or face</li> <li>▪ Vibrant colours</li> <li>▪ Wet look hair</li> <li>▪ Excessive use of hair products – gel, waxes etc.</li> <li>▪ Big bulky hair accessories</li> <li>▪ Ribbons, bows or flowers</li> <li>▪ Brightly coloured hair accessories</li> <li>▪ Oversized clips and accessories</li> </ul> | <ul style="list-style-type: none"> <li>▪ Worn short, no longer than collar length, no shorter than a Grade 2 cut in a classical, conventional style.</li> <li>▪ Well cut and groomed in natural colour tones.</li> </ul> <p><b>Facial Hair</b></p> <ul style="list-style-type: none"> <li>▪ Clean shaven or</li> <li>▪ Moustaches and beards are permitted if kept tidy</li> <li>▪ Must be well trimmed to the face (picture 1) Grade 3</li> <li>▪ Neck must be shaven daily, with beard ending above collar and Adams apple (picture 2)</li> <li>▪ Sides / cheeks of beard must be sculpted / shaved daily, to ensure a professional finish (not just natural hairline) (picture 3)</li> </ul> | <ul style="list-style-type: none"> <li>▪ Vibrant colours</li> <li>▪ Skin heads</li> <li>▪ Step cuts or shaved patterns</li> <li>▪ Wet look hair</li> <li>▪ Excessive use of hair products – gel, waxes etc.</li> <li>▪ Long sideburns</li> <li>▪ Pony tails/rats tail/ braids</li> <li>▪ No stubble, no growing time for beards and or moustaches at work is allowed</li> <li>▪ Long beards</li> <li>▪ Designs to be created with moustaches or beards</li> </ul>  |



Non uniformed:

- Hair must be neat and professional at all times

Picture 1



Picture 2



Picture 3



|                                |   |   |  |   |
|--------------------------------|---|---|--|---|
| <p><b>Personal Hygiene</b></p> | <ul style="list-style-type: none"> <li>▪ Bath or shower every day</li> <li>▪ using deodorant</li> <li>▪ maintaining clean hands, hair, nails</li> </ul> <p>Teeth and ensuring fresh breath.</p> | <ul style="list-style-type: none"> <li>▪ No visible tattoos</li> </ul> <p>Tattoos are to be covered (uniform, plaster, make up)</p> | <ul style="list-style-type: none"> <li>▪ Bath or shower every day</li> <li>▪ using deodorant</li> <li>▪ maintaining clean hands, hair, nails</li> <li>▪ teeth and ensuring fresh breath</li> </ul> <p>Shave or groom facial hair daily prior to work</p> | <ul style="list-style-type: none"> <li>▪ No visible tattoos</li> <li>▪ No stubble</li> </ul> <p>Tattoos are to be covered (uniform, plaster, make up)</p> |
|--------------------------------|---|---|--|---|



**Grooming Standards**  
**Non - Uniformed (Items purchased by self)**  
**Team Members and Managers**

|                          | Ladies   |   | Gentlemen  |   |
|--------------------------|--|---|--|---|
|                          | YES  | NO  | YES  | NO  |
| <b>Suits</b>             | <ul style="list-style-type: none"> <li>▪ Business suits only in classic conventional styles</li> <li>▪ Colored Jackets / dresses to be tailored</li> <li>▪ To be clean, well pressed and correctly fitted.</li> <li>▪ All skirts and dresses must be tailored and lined made from wool/flannel, gabardine or wool/cotton mix material.</li> <li>▪ Length no shorter than top of knee and no longer than mid calf.</li> <li>▪ Splits at the back of skirts and dresses to be of modest length and must not open excessively.</li> <li>▪ Trousers can be straight cut only and touching the top of your heel in length.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Visible zips</li> <li>▪ Stretch fabric</li> <li>▪ T-shirt/jersey material</li> <li>▪ Linen</li> <li>▪ Shiny material</li> <li>▪ Mini skirts or ankle length skirts</li> <li>▪ Long splits in skirts and dress</li> <li>▪ No side splits or front splits in skirts or dresses.</li> <li>▪ Re-enforced patches for example on elbows and knees</li> <li>▪ Party or evening dresses / skirts.</li> <li>▪ Colored Jackets / dresses not to be florescent or luminous in tone.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Business suits only in classic conventional style of a matching jacket with trousers in black, navy blue or grey colours.</li> <li>▪ To be clean, well pressed and correctly fitted.</li> <li>▪ Jackets are to be buttoned when in public areas.</li> <li>▪ Regular long ties are to worn at all times whilst on duty.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Denim or cotton trousers</li> <li>▪ Visible zips</li> <li>▪ Stretch fabric</li> <li>▪ T-shirt/jersey material</li> <li>▪ Linen</li> <li>▪ Shiny material</li> <li>▪ Gimmicky, narrow or fashion ties.</li> <li>▪ Re-enforced patched for example on elbows and knees.</li> </ul> |
| <b>Shirts or Blouses</b> | <ul style="list-style-type: none"> <li>▪ Shirt or blouse to complement your suit and should look professional in colour and style.</li> <li>▪ Conservative and subtle in pattern.</li> <li>▪ If you are cold wear thermal underwear underneath.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Stretchy / t-shirt or knitted material.</li> <li>▪ Polo or turtle neck</li> <li>▪ Underwear must not be visible at all.</li> <li>▪ Extra layers like cardigans and jumpers are not to be visible</li> <li>▪ See through material.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Shirt with a collar to complement your suit and should look professional in colour and style.</li> <li>▪ Plain white shirts are encouraged.</li> <li>▪ Conservative and subtle in pattern, stripes are permitted.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ No bold single colours i.e. Red, Dark Blue or Black shirts.</li> </ul>   |





## STAY CONNECTED

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