

**Leading workwear supplier Mi Hub launches the first annual International Uniform Week, inviting uniform wearers from across the globe to share why you #LoveYourUniform.**



**The date is set for the launch of International Uniform Week, taking place on February 13th - 17th, 2023, aiming to recognize the uniform-wearing public who love their uniform and feel proud to represent their job and celebrate all those who proudly wear a uniform!**

**International Uniform Week launches a two-month-long celebration of uniform wearers who #LoveYourUniform and recognizes what the uniform means to everyone.**

In the first celebration of its kind, International Uniform Week centers around what uniforms mean to workers, whether providing them with a sense of belonging and unity, pride in representing an organization, or something personal.

From February 13, 2023, Mi Hub is inviting uniform wearers to tell their stories, share what wearing their uniform means to them, and why they #LoveYourUniform.

Inspiring and outstanding stories and photos may be selected as one of Mi Hub's Uniform Heroes and will be recognized and celebrated throughout 2023. Depending on the wearer's location, uniform provider, and employer approval, celebrations may include podcast features, social media features, photoshoots, in-person tours, virtual tours, magazine features, interviews, merchandise, and exclusive behind-the-scenes experiences.

Mi Hub is launching the first annual International Uniform Week in collaboration with its family of brands, including Dimensions, Affinity, Yaffy, and Alexandra. The group provides



bespoke, flexible workwear solutions across many industries, all of which will be represented and celebrated throughout the campaign.

International Uniform Week is inclusive of all those who wear a uniform to work, and the campaign aims to celebrate a wide range of industries, representing those working across every corner of the community:

- Healthcare and Emergency Services – including private and public nurses, doctors, surgeons, dentists, vets, care home staff, childcare workers, the police force, fire and rescue services, paramedics, and ambulance crews
- Hospitality and Leisure – including hotel, restaurant and kitchen staff, beauticians, hairdressers, and gym staff
- Transport and Logistics – including postal workers, warehouse operatives, airline staff and logistics professionals, which includes those working across rail, road, and sea
- Retail and Highstreet – including banks, supermarkets, and other high street retailers

Submissions can be made through the International Uniform Week website, [www.uniformweek.com](http://www.uniformweek.com). Entrants are encouraged to get as creative as possible through written text, an image, a video, or even a poem. Submissions will close on Friday, March 31, 2023.

Commenting on the campaign, Deborah Gobey, Head of Marketing at Mi Hub, said: "As a business that supplies global uniform solutions, we wanted to give something back to the uniform-wearing community. We are thrilled to be able to launch International Uniform Week exclusively."

Deborah added: "Having worked closely with many uniform heroes myself, particularly throughout Covid-19, we recognize how essential uniforms are to those who wear them. Whether you're a postal worker who brightens the day of your local community, or an airline worker who starts a customer's holiday with a smile, we want to hear from you."

So, will you share your uniform story, or do you know someone who will? Find out more about Mi Hub's International Uniform Week [here](#).

-ENDS-

