



**RENAULT**  
Passion for life

Renault Store - Visual identity rules

# Style recommendations



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# General



# Generality

As part of the approach to promote the Renault Brand, the Customer Department has the honour of presenting this new guide. Elegant, comfortable and practical, our dress code should reflect our corporate culture and identity in our business.

We have designed this guide as a series of simple recommendations for your everyday work. A little source of inspiration, this guide aims to provide advice on what to wear and what to buy for work. It is up to you to make the final choices.

In our dealerships, you are the Renault signature!

## Looking good in dealerships

Since there is a wide and varied range of roles in our dealerships, it is important for staff to convey the image which Renault strives to portray to its customers, through the way they dress.

This guide provides examples of outfits and advice for you to create your own style in line with Renault expectations.

### You are...



Hospitality Staff  
CUSTOMER ADVISOR  
P.6



Sales  
SALES ADVISOR  
P.10



After Sales  
SERVICE ADVISOR  
P.16

# The project

## Colours

Anthracite grey, elegant, technical and a historic brand colour, remains the essential foundation of the Renault wardrobe.

The aim is to combine it with flashes of bright colours, which reflect the energy and openness of the Group.

A hint of deep yellow recalls one of the other flagship colours of the Group. Vermilion should be used sparingly to spice up an outfit with a bit of brightness and modernity. Finally, the quintessentially pure shade of white adds light to the grey foundation.





# Reception Hospitality staff

Customer advisors



## Customer advisors

As the first point of contact with the customer, the customer advisor's style and outfits should be in line with the identity of the Brand. If the position requires restraint and elegance, a few hints of colour can be added to the outfit to lend a touch of dynamism to the look.



# Customer advisor





## Customer advisor



# Sales

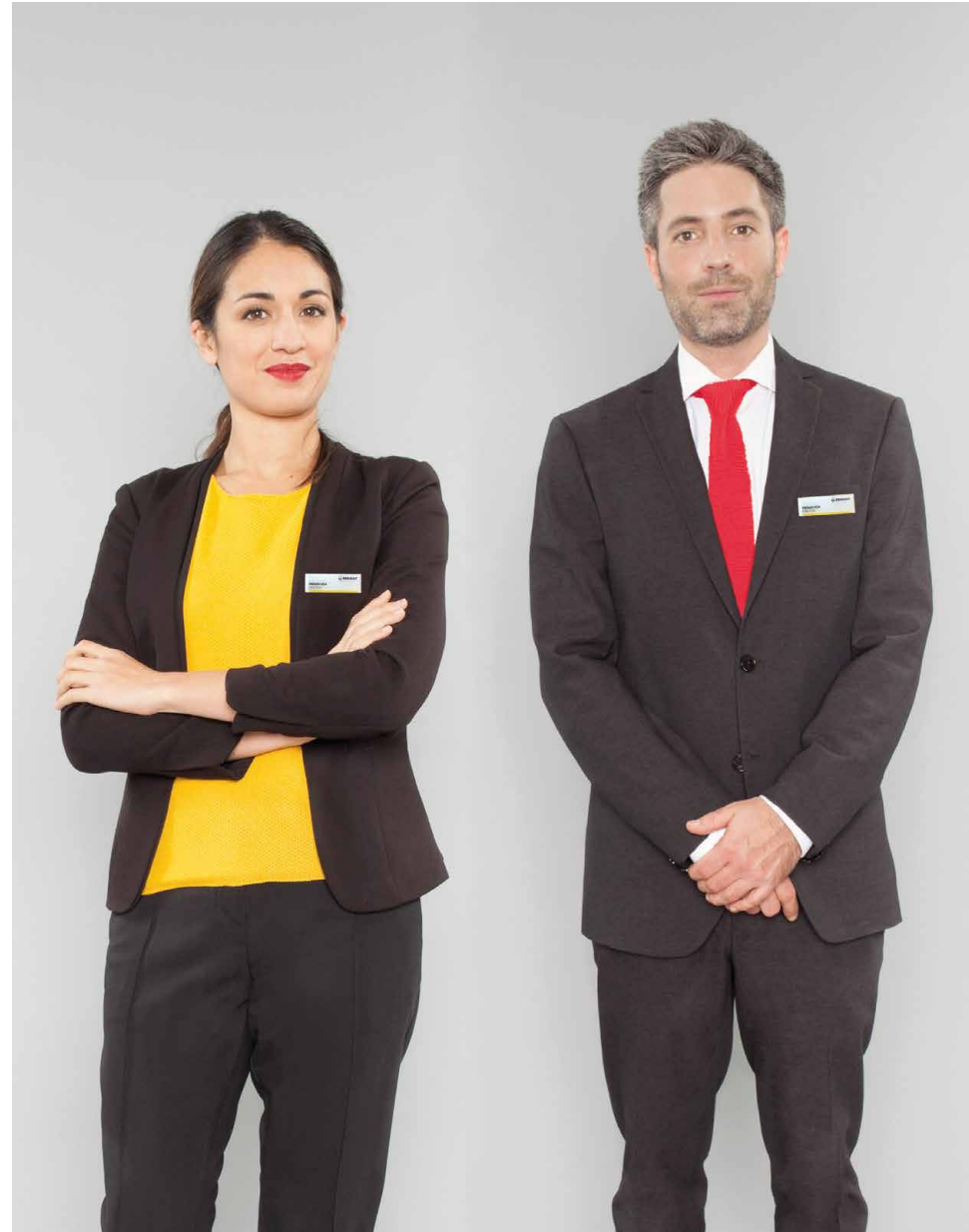
Sales advisors



## Sales advisors

With perfect opportunities to win over the customer, thanks to the suggested outfits customer advisors can feel good at work and throughout the showroom.

A dynamic function par excellence, the wardrobe of sales advisors can be given a boost with dashes of bright colour and structured cuts.



Sales advisors



## Sales advisors

### Style and elegance

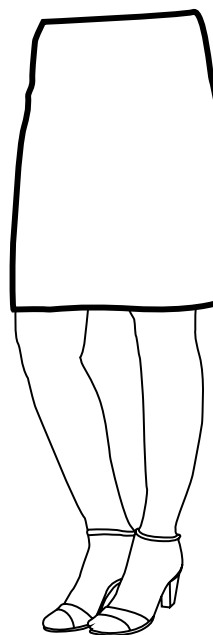
*Invest in quality materials which ensure clothes hang on the wearer perfectly.*

- The cut of trousers should be straight or cigarette.
- Neither too short, nor too long, the jacket should fall to the hips.
- Shirts, classic and taken in at the waist with long sleeves, are to be tucked into trousers or skirts. They are either to be buttoned up completely or worn with just the top button undone.
- In cold weather a light red or grey cardigan or sweater can be worn under the jacket, but over the shirt.
- Matt black or skin-coloured tights or stockings (not fishnets or patterned) are recommended under a black skirt or dress.
- The dress can be worn with or without a suit jacket. The dress should be taken in at the waist and fitted to enhance the wearer's silhouette.
- Boots or ankle boots may not be worn with a dress. Ballet pumps or heels must always be worn.
- Heels may be a maximum of 7 cm high to ensure they are comfortable throughout the day.
- Shoes should be plain, in smooth black leather or suede, with a rounded or slightly pointy toe, without embellishments.



Shoes of 7 cm maximum

Dressing right

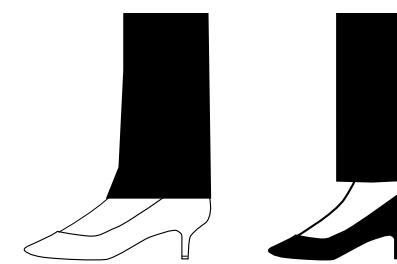


The right skirt length

### Optional: accessories

- Jewellery should be simple and stylish: a simple metal necklace is enough to set off an outfit. Care should be taken to ensure there are not too many accessories.
- Belts should be dark, narrow, in a single colour and without embellishments.
- A neckerchief can be used to complete your chosen look.

Dressing right



Correct trouser length



# Sales advisors



## Sales Advisor

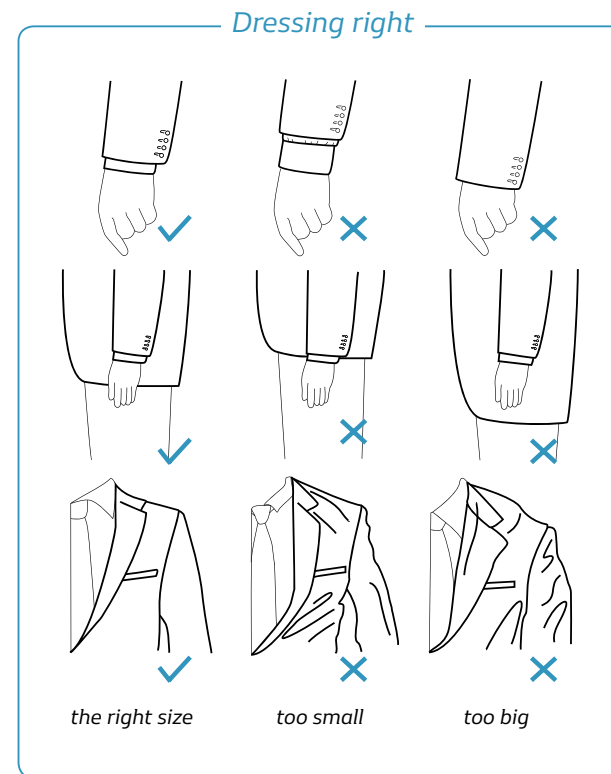
### Styl and elegance

*Invest in quality materials which ensure clothes hang on the wearer perfectly.*

- Suits are worn straight and lightly fitted; double-breasted jackets are to be avoided.
- Shirts should be classic/straight or taken in at the waist/slim, with long sleeves and a narrow collar, long enough to be tucked into trousers.
- A short length of shirt cuff should be visible for an elegant ensemble.
- Short-sleeved shirts are not allowed.

#### Optional: accessories

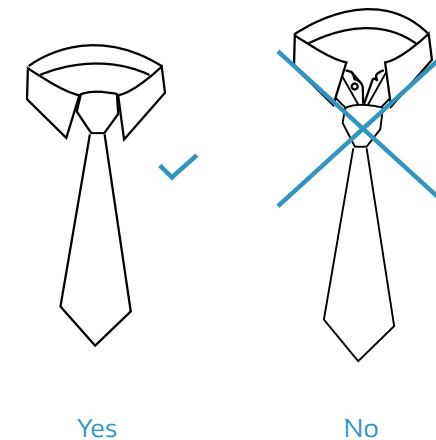
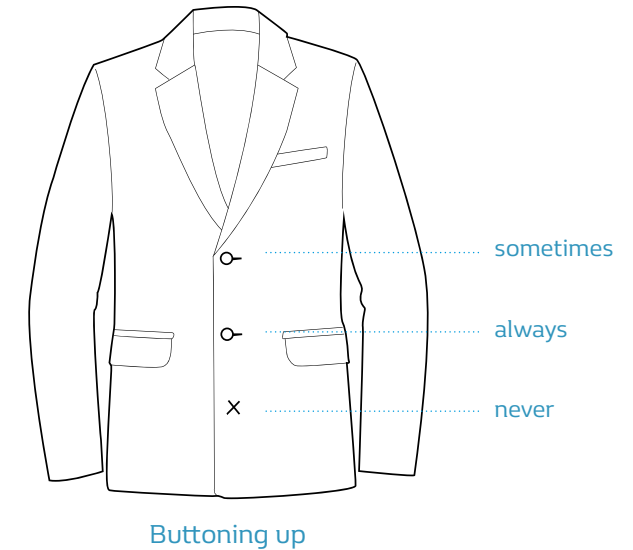
- Jewellery should be simple and stylish: a simple metal necklace is enough to set off an outfit. Care should be taken to ensure there are not too many accessories.
- Belts should be dark, narrow, in a single colour and without embellishments.
- A neckerchief can be used to complete your chosen look.



*Choosing the right suit*

**Tip:**

*Stretch in the fabric of the suit or shirt will prevent creasing and make ironing easier.*



# After-sales

Service advisors



## After-sales

### Service advisors

A key stage in selling more accessories and/or services to ensure that customers stay loyal to the Brand, service advisors will feel comfortable in their clothes both outside and inside the showroom, in any weather. Comfortable clothing is essential. Outfits are enhanced by the quality of cuts and the addition of carefully selected colours.



# Service advisors





# Service advisors



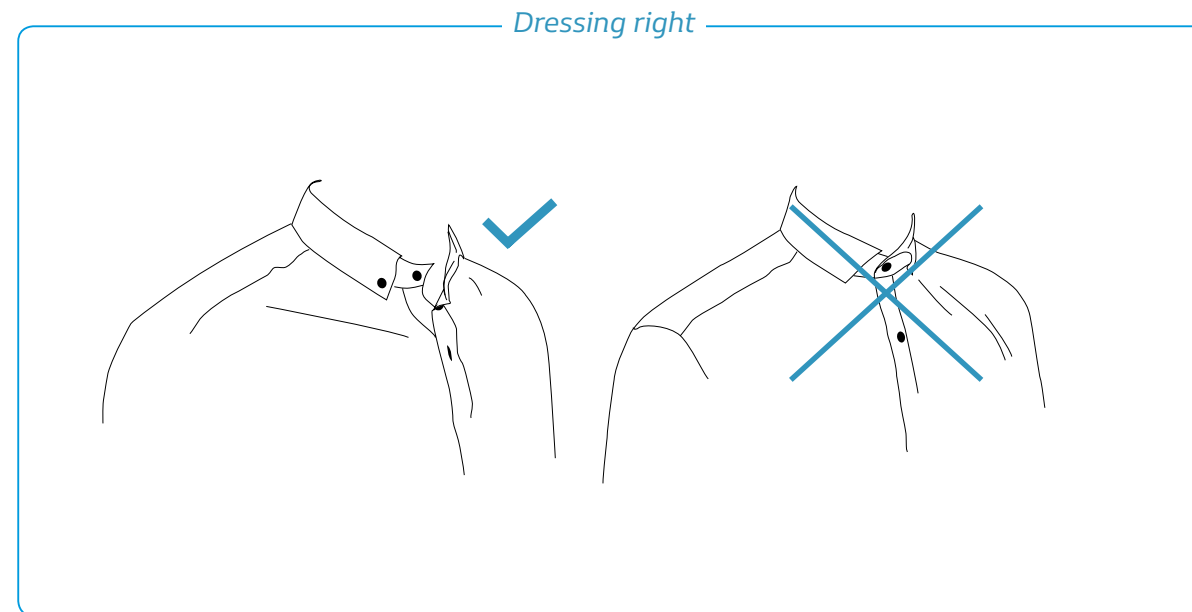
## Style recommendations

### Dressing right for women

- White cotton shirt taken in at the waist. Just the top button left open.
- Straight, fitted trousers.
- Jewellery should be stylish and minimalistic, in silver metal. Too much or too extravagant jewellery is to be avoided.
- Belts should be smooth black leather and narrow.
- Simple hairstyle: we recommend tying up hair.
- Make-up is discreet: make-up should be applied to the mouth (with matt red or natural pink lipstick preferably) rather than the eyes (light eyeliner) by way of preference.

### Dressing right for men

- White cotton shirt with a straight cut.
- Straight, fitted cotton trousers.
- Cardigan buttoned-up.
- Belts should be smooth black leather and narrow, with the buckle in silver metal.
- Socks are always coordinated with the colour of trousers.



# Supplements



# Recommendations

## Beauty

Make-up is light and discreet:

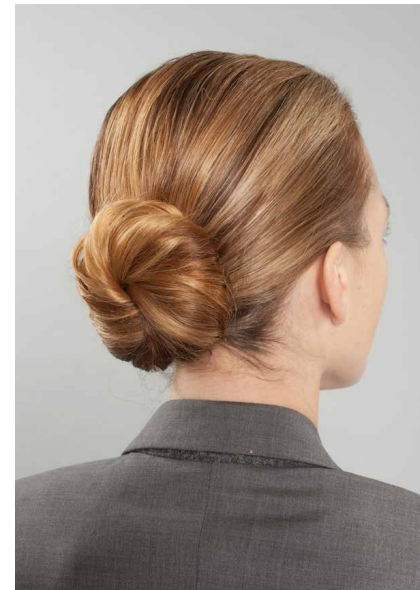
- Lipstick should be matt, natural pink or red by way of preference.
- Eyeliner should be applied with a light touch; if make-up is applied more heavily to the eye area, then tone-on-tone lip gloss should be chosen by way of preference. In general, it is better to apply make-up to the lips than to the eyes.
- Bright eye shadow colours are not recommended.
- Nail polish should be red lacquer, light pink or transparent: black and other colours are to be avoided.

### Tips :

- Try a permanent nail polish (gel) which lasts for a long time and does not chip.
- For an improved effect, nail polish colour could be coordinated with lipstick colour.

## Hairstyle

- Particular attention should be paid to hair: hairstyles should keep hair away from the forehead for a more open gaze.
- For a smarter look and greater comfort, ponytails are the hairstyle of choice.
- A low chignon shows off the neck and head beautifully.



## Buyer's guide

### **Women**

MASSIMO DUTTI [www.massimodutti.com](http://www.massimodutti.com)

BANANA REPUBLIC [www.bananarepublic.com](http://www.bananarepublic.com)

HUGO BOSS [www.hugoboss.com](http://www.hugoboss.com)

AND OTHER STORIES [www.stories.com](http://www.stories.com)

H&M [www.2.hm.com](http://www.2.hm.com)

MANGO [shop.mango.com](http://shop.mango.com)

NEW LOOK [www.newlook.com](http://www.newlook.com)

AIGLE [www.aigle.com](http://www.aigle.com)

ZARA [www.zara.com](http://www.zara.com)

UNIQLO [www.uniqlo.com](http://www.uniqlo.com)

### **Men**

HUGO BOSS [www.hugoboss.com](http://www.hugoboss.com)

CÉLIO [www.celio.com](http://www.celio.com)

DE FURSAC [www.defursac.fr](http://www.defursac.fr)

CYRILLUS [www.cyrillus.fr](http://www.cyrillus.fr)

AIGLE [www.aigle.com](http://www.aigle.com)

ZARA [www.zara.com](http://www.zara.com)

H&M [www.2.hm.com](http://www.2.hm.com)

MANGO [shop.mango.com](http://shop.mango.com)

UNIQLO [www.uniqlo.com](http://www.uniqlo.com)