

DACIA

**DACIA DRESS CODE FOR  
THE NETWORK**

FEBRUARY 2025

# INTRODUCTION

**This document is a guide to help you adopt the right Dacia dress code in your daily work.**

**You are brand ambassadors to our prospects and clients. Your look is one of the ways you bring the brand to the customers, and we thank you for this.**

**Dacia brand identity changed in 2021. It turned into a more contemporary and bold brand, playing the outdoor spirit, without losing its original values of simplicity and robustness. To reflect these changes, our dress code evolves towards a more casual and outdoor flavored style.**

- **We remove the tie, play with outdoor codes and, of course, use our new brand colors.**
- **We privilege nice quality basics, well designed and tailored, comfortable and practical.**
- **We feel a unisex look convey the simplicity and casual spirit of the brand. But, female sales advisors who feel more at ease with a skirt or a dress should also find the Dacia look that matches best with their own style.**
- **You must also bear in mind what Dacia is not: sophisticated, extravagant, complex, fragile.**

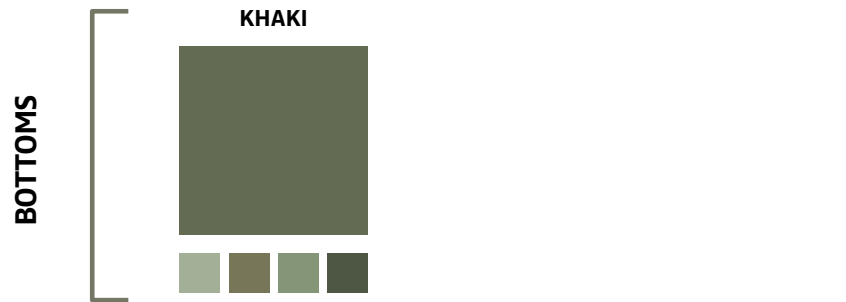
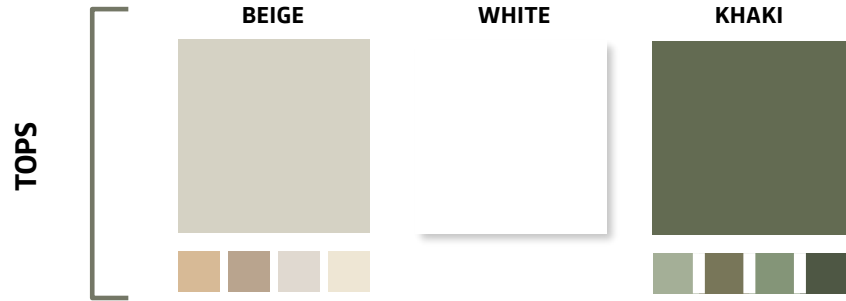
**To help you dress up in the morning in function of your activity and the weather outside, we propose here after several silhouettes and examples of how to match the pieces in your wardrobe. We hope this will make you look and feel like a Dacia ambassador, whilst remaining yourself and comfortable in the clothes you chose.**

**Now your turn to adopt the new Dacia dress code. Enjoy!**

# THE DACIA MOODBOARD



# COLOURS GUIDE



**01**

**DACIA SALES**



# DACIA SALES



# DACIA SALES. SUMMER

## UNISEX



White shirt



Beige polo



Khaki chino



Khaki chino



Brown boots



White sneakers

## WOMEN



Khaki jumpsuit



White shirt



Khaki skirt



White sneakers



Brown bumps



Khaki dress



Camel sandals



DACIA kaki badge Classic

OR



DACIA kaki badge Neckband (option)

# DACIA SALES. WINTER

## UNISEX



Raincoat



Bodywarmer  
DACIA



White turtleneck



White shirt

## WOMEN



Beige pullover



Khaki chinos



Khaki chinos



Khaki chinos



Khaki chinos



Khaki skirt



Khaki boots



Brown boots



Beige boots



Camel boots



Brown boots



DACIA kaki badge Classic

OR



DACIA kaki badge Neckband  
(option)

+



**02**

**DACIA AFTER SALES**

# DACIA AFTER SALES: SUMMER

UNISEX



DACIA beige polo



DACIA khaki polo



DACIA beige polo



DACIA khaki polo



Khaki chino



Raw jeans



Khaki chino



Raw jeans



White sneakers



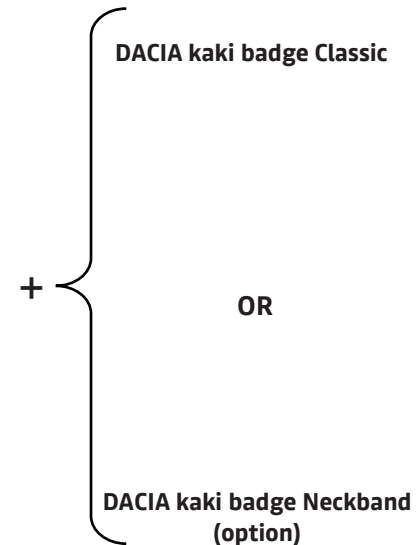
Khaki boots



Khaki sneakers



White sneakers



Safety shoes mandatory for people walking in workshop area



No loose cut, no short, no bleached or torn jeans

# DACIA AFTER SALES: WINTER

UNISEX



DACIA beige sweatshirt



DACIA khaki sweatshirt



Bodywarmer DACIA



Raincoat



Khaki chino



Raw jeans



Khaki chino



Raw jeans



White sneakers



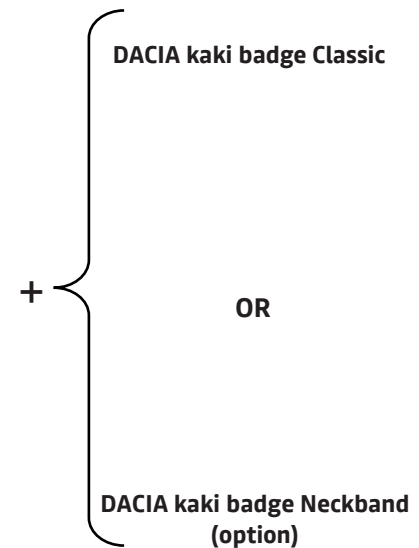
Camel boots



Khaki boots



Khaki sneakers



Safety shoes mandatory for people walking in workshop area



No lose cut, no short, no bleached or torn jeans

03

APPENDICES

# POLO BEIGE / KAKI DACIA FOR THE NETWORK



Available on the merchandising e-shop:

BEIGE: [link](#)

KAKI: [link](#)



# DACIA BRANDED SWEATSHIRT FOR THE NETWORK

KHAKI BRANDING ON BEIGE T-SHIRT /  
WHITE BRANDING ON KHAKI T-SHIRT



Composition : 100%  
cotton Weight : 350 gr/m2

PRINT LOGOS :

Position : left  
chest



Position : center collar  
back



 Pantone :  
5615 C

 Pantone :  
7506 C

To be produced locally

# BODYWARMER DACIA FOR THE NETWORK

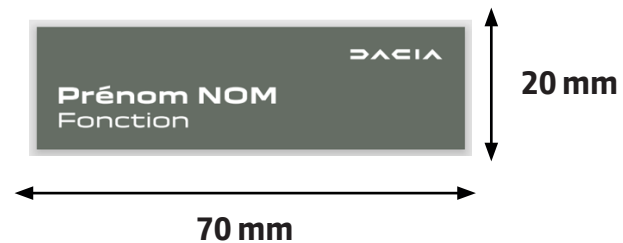


Available on the merchandising e-shop:  
[link](#)

# DACIA KHAKI BADGE CLASSIC



SIZE:



**Dacia block ext. Bold. 10pt**  
Dacia block ext. Reg. 09pt



 **KAKI**  
**Pantone : 5615C**  
**CMJN : C59 M45 J55 N21**

# BADGE DACIA KAKI NECKBAND (OPTION)



DIMENSIONS:

RECTO

VERSO



Dacia block ext. Reg. 11pt  
Dacia block ext. light 11pt



86 mm



54 mm

THICKNESS: 0,7-0,8 mm

FEATURES: rounded corners

COULOR:



KAKI



TERRA COTA



DARK GREEN



SAND



WHITE

# APPENDICES BUYER'S GUIDE

<b>MANGO</b>	<b><a href="http://www.shop.mango.com">www.shop.mango.com</a></b>
<b>H&amp;M</b>	<b><a href="http://www2.hm.com">www2.hm.com</a></b>
<b>SUITSUPPLY</b>	<b><a href="http://www.suitsupply.com">www.suitsupply.com</a></b>
<b>JULES</b>	<b><a href="http://www.jules.com">www.jules.com</a></b>
<b>UNIQLO</b>	<b><a href="http://www.uniqlo.com">www.uniqlo.com</a></b>
<b>ZARA</b>	<b><a href="http://www.zara.com">www.zara.com</a></b>
<b>MASSIMO DUTTI</b>	<b><a href="http://www.massimodutti.com">www.massimodutti.com</a></b>
<b>COS</b>	<b><a href="http://www.cosstores.com">www.cosstores.com</a></b>

## SHOES :

<b>JONAK</b>	<b><a href="http://www.jonak.fr">www.jonak.fr</a></b>
<b>MINELLI</b>	<b><a href="http://www.minelli.fr">www.minelli.fr</a></b>
<b>CONVERSE</b>	<b><a href="http://www.converse.com">www.converse.com</a></b>
<b>NIKE</b>	<b><a href="http://www.nike.com">www.nike.com</a></b>
<b>PALLADIUM</b>	<b><a href="http://www.palladiumboots.fr">www.palladiumboots.fr</a></b>
<b>TIMBERLAND</b>	<b><a href="http://www.timberland.fr">www.timberland.fr</a></b>



