

# MANN REPORT

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Jennifer Busch

## Dressing Your Building For Success

### I. Buss & Allan Uniform

"Clothes make the man" is the popular saying. Jennifer Busch, the CEO of I. Buss & Allan Uniform, would go a step further. She would say, "Clothes make the building." After all, she knows just how important uniforms are to a building's brand and image.

Her firm, I. Buss & Allan, has plenty of experience in this area. Founded in 1892 by Busch's great grandfather, it is a fourth-generation, family-run business specializing in custom-made and stock uniforms.

Its client roster reads like a Who's Who of Manhattan Real Estate – current clients include Malkin Holdings (and its flagship property the Empire State Building), the Resnicks, Durst, Sheldon Solow, Lefrak, the Roses, the Manocherians, and Phillips International, to name a few.

"When you walk into a building for the first time, you'll notice the décor, the way you are greeted (or not), and how the staff is dressed," said Busch. "If an employee is not tidy or dressed properly, he or she will convey an unprofessional appearance and attitude. So even if you want your employees to blend into the furnishings, they should always be neatly dressed and uniformed.

"For owners who want to create a look, I always like to do something distinct," she continued. "Uniforms for the real estate industry are not about high fashion per se, but the "it" factor is in the details. Something as simple as a custom-made tie or unique shirt color and button will be noticeable, and remembered."

In some cases, Busch works with interior decorators to ensure that the uniforms and the décor complement each other to strengthen the brand statement. Her collaborations with Maria Pace of Maria Antonella Pace Interior Designs are good examples.

According to Pace, "Working with Jennifer and I. Buss & Allan is a pleasure. I have worked with them on several projects, be it uptown or downtown. Together with I. Buss & Allan, we are always

able to establish the perfect complement in a uniform concept for each neighborhood and design aesthetic."

It's not only the look of uniforms that are important to a building's image, but also the condition the uniforms are in. For this reason, I. Buss & Allan offers not only the design and manufacture of uniforms, but also maintenance. Maintenance encompasses not only cleaning, but also repair and replacement of uniforms as needed. Fit is also important, so the uniforms are made to measure.

Although the firm offers rental or purchase of all uniforms, it is the design of new uniforms that is particularly exciting to Busch. She noted: "I design from a perspective of understanding the brand, so the uniforms can truly accentuate our clients' message and image."

She observed that in recent years, landlords have started to recognize the possibilities of uniforms as an extension of a brand. "They understand that uniforms are not simply a necessity, but also an opportunity," she pointed out. "And the design process is engaging. We work together with landlords, management companies and boards to decide on everything from the location of a building's logo to color schemes to textile choices to the ways uniforms should differ according to roles (e.g., concierge versus engineer). By participating in this process, our clients realize that uniform design isn't a chore – it's a creative and enjoyable activity that is critical to a building's marketing effort."

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