



UniformMarket News has named eight winners in its annual UNIVATOR Awards, a program that honors the leading ideas, creations, services and innovators which have influenced the industry over the past year.



Product Innovation – Licensed Brand Name

Jockey Scrubs from White Swan Brands

If you work long hours and are on your feet most of the day, comfort is probably high on your priority list. The new line of scrubs by Jockey brought to market by White Swan offers that and much more.

Last year, Jockey entered into a licensing agreement with White Swan, giving the healthcare apparel industry leader rights to design, produce and distribute a line of Jockey® branded medical apparel for healthcare professionals via uniform retailers.

Underscoring its emphasis on long-lasting comfort, the Jockey line has collections with names like 365, 24/7 and 180. Active wear inspired, the 365 Collection features jersey knit tops and pants that require little care but great style. Tops are available in long and short sleeves with a practical two-pocket design, and go best with the carefree yoga-style pant.

Getting back to basics has never looked so good with the 24/7 Collection. Simply styled, the unisex pieces come in a tri-blend fabric for a look that is comfortable and trend-setting.

Finally, get in touch with your feminine side with the 180 Collection, where woven and soft knit fabrication come together beautifully to complement any figure. The 1 x 1 rib-knit tunnel elastic waistband on the pants provides comfort without compromising appearance. The two-pocket tri-blend top features a jewel neck, front and back princess seaming and rib-knit accents at the waist and on the sleeves for a softer look and fit.

Look for a line of lab coats and jackets in the near future.

Why we like it: It's a match made in heaven, and a win for both retailers and medical professionals. Jockey is an excellent partner for White Swan and a perfect brand for the healthcare apparel industry. Jockey brings both the retailer and end user instant name recognition and a brand they trust. Retailers have an exciting, well-known name to offer their customers, who will undoubtedly be pleased with the style, fit, performance, and, oh yes, comfort of these fashion forward scrubs.

We expect great things from White Swan, and they never disappoint. This first UNIVATOR will undoubtedly not be the last.

More information about White Swan can be found at www.whiteswanbrands.com; learn more about Jockey by visiting www.jockey-scrubs.com