

Uniform Shelf announces further coup

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Press Release: [Uniform Shelf](#)

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Uniform Shelf, a boutique technical uniform supplier based in New Zealand, commenced trading this year with significant interest from the discerning superyacht market. Recently announcing a coup in securing iconic kiwi brand Barkers to its portfolio, interest has quickly translated into uptake with orders in process for the crew of two luxury 100m + vessels in Europe.

“We’re excited to have hit the ground running” says Duthie Lidgard Uniform Shelf Managing Director.

“It’s all about offering a 24/7 service. With a one on one account manager allocated to each client we can deliver sharp turnarounds that are to specification and on budget every time. Our service delivery is further enhanced by the availability of warehouse stock in New Zealand, Australia, Asia and the UK.”

Duthie Lidgard and his business partner Jeanette Tobin created the clothing agency based on the core values of their award winning superyacht agency, Asia Pacific Superyachts NZ.

“The superyacht industry has particular and very exacting expectations. We see our background in this luxury market as being key to offering corporate buyers as well as the marine industry a standard of apparel and branding that is a cut above the rest.”

A lifelong sailor, Lidgard is also a qualified boatbuilder who spent ten years working in the superyacht industry as a deckhand, engineer and Master 3000gt-certified captain. Coupled with a background in marine custom apparel sourcing and supply, Lidgard is well-versed in, and has a holistic understanding of, the needs of owner, captain, guest and crew.

New suppliers to the NZ Sailing Trust, Uniform Shelf set themselves apart from the market in their unique approach to product testing.

“We review and trial each garment in New Zealand to ensure our clothing offered combines breathable comfort with protection from exposure to rain and wind for people who swim, crawl, climb, walk, run and of course, sail. Our core background in the marine industry ensures the protective quality of our garments comes first” says Lidgard.

Branding is applied in-house to the exacting standards of a team with over 35 years combined experience in technical, quality uniform supply once a thorough review of each order has taken place. This ensures consistency in quality, design and delivery.

With a broad and diverse range of quality brands that include newly signed Barkers and Line7, Adidas footwear, Havaianas and Stormtech, Uniform Shelf are also a dedicated New Zealand distributor for Musto Technical Apparel. From tailored suits and merino base layers to water sports gear and yacht racing uniforms a single point of contact can manage all your wardrobe requirements.

“We take pride in supplying uniforms to corporates and to the largest and fastest superyachts around the world. You just need to tell us what you want and when you need it. We will do the rest to get you covered.”