



RETAIL
EMPLOYEE

WARDROBE GUIDELINES

WELCOME TO SERRA.

Purveyors of Quality Drugs since 2016.

With your help, a little creativity, and a lot of consideration, we believe that we can show cannabis in a different light, making it possible for all kinds of people to see how it can enhance their day-to-day lives. We can't wait to get started.

shopserra.com/wardrobe





FIRST IMPRESSIONS ARE EVERYTHING.

To any customer who walks in the front door, you could be determining their first impression of modern, legal cannabis.

To every person who enters our store, you are the face of Serra, a brand renowned for using art and design to destigmatize cannabis culture. You are the link connecting the Serra brand with new customers and beloved regulars.

You're expected to present a clean, neat and professional appearance at all times.

We trust you to arrive at every shift ready to go, but if you ever have any questions about appropriate attire at work, your manager is there to help guide you.

SERRA SHOP APRON

The Serra Apron unites all docents and retail employees.

You are responsible for keeping your apron looking sharp [free of holes, tears, stains, etc.], and you must wear the Quality Drugs pin on the upper right corner of your apron anytime you're on the sales floor. Aprons must be worn full length, not folded in half and not tied in front. No other modifications should be made to the apron unless specified by your manager.

Aprons stay at Serra and should not be taken home at the end of your shift. If at some point you are no longer part of our team, please return all aprons in good condition [other than normal wear and tear].



TOPS

Acceptable styles:

- » T-shirt
- » Short Sleeve Button Up
- » Long Sleeve Button Up
- » Long Sleeve Knit

Acceptable colors:

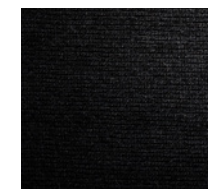
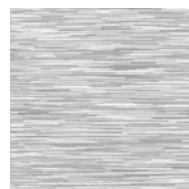
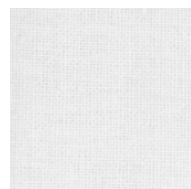
- » Black
- » Grey
- » White

Only solid-colored tops, no visible brand logos permitted except the Serra logo.

example tops



example swatches



[Ask your manager in advance if you're unsure about a wardrobe choice]

BOTTOMS

Acceptable styles:

- » Slacks
- » Denim
- » Chinos
- » Skirts

Acceptable colors:

- » Black
- » Dark grey
- » Selvedge / dark wash denim

3rd party brand logos should be minimal.

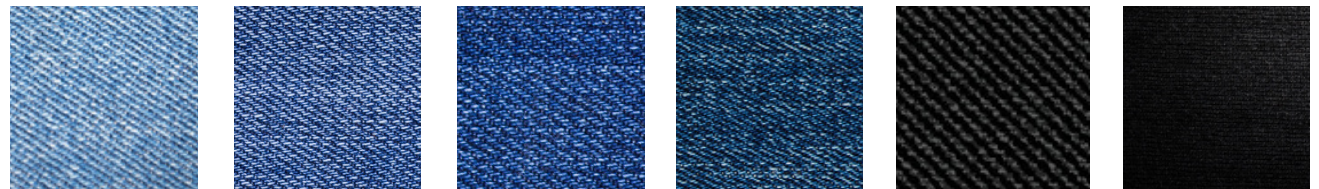
Pants should be worn at hips and skirts should be long enough to be visible while wearing apron.

example bottoms



example swatches

[Ask your manager in advance if you're unsure about a wardrobe choice]



FOOTWEAR

Acceptable styles:

- » Close-toed only
- » Sneaker
- » Flats
- » Heels
- » Dress boots + shoes

Acceptable colors:

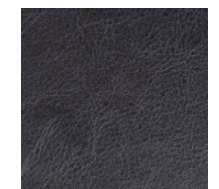
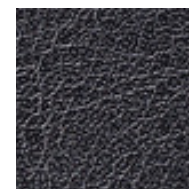
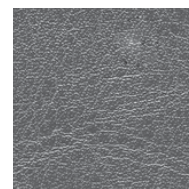
- » Black
- » Grey
- » White
- » Brown

3rd party brand logos should be minimal.

example footwear



example swatches



[Ask your manager in advance if you're unsure about a footwear choice]

FINISHING TOUCHES

Personal Hygiene

Please follow all reasonable personal grooming standards, including regular bathing and use of deodorant. Keep your makeup and personal fragrance minimal—let the scent of the buds get the spotlight. Be sure nails are clean and well manicured. Nail polish is acceptable, but please remove if chipped.

Tattoos

Tattoos and body art are allowed unless the imagery and/or words could be perceived as offensive by the average reasonable person.

Pins

Other than your Quality Drugs pin from Serra, there should not be any other pins on clothing or apron. This is a no-flare zone.

Accessories

Keep your adornments minimal—again, we don't want to distract from our glittering flower. Earrings, rings, necklaces and body piercings must be minimal. Small ear gauges are allowed, as are understated facial jewelry. No headwear allowed on the sales floor.

Maternity

If you are pregnant, stretch materials and longer shirts are permitted, within the colors and patterns consistent with these guidelines.

Exceptions

Exceptions to the Wardrobe Guidelines may be made where required by law to accommodate sincerely held religious beliefs or a disability. Feel free to speak with your manager for more details about exceptions.

THANK YOU.

We are pioneering a new frontier.

That means going above and beyond to present a consistently professional, polished, and united team. It means that with every customer interaction, we have the opportunity to reshape the perception of cannabis.

Thank you for being on the front lines with us in transforming the cannabis industry.