



ARTICLES

Bear in mind that you should conduct yourself in life as at a feast.

- Epictetus



Kitchen Couture

Food is anything, but uniform. It's all about the combination of ingredients and the techniques used to create a wow in taste and presentation. In short, [Shannon Reed](#) believes cooking is an art with "chefs as the artists". Words like conformity, unvarying, and identical don't come to mind when describing elite restaurants and chefs in the world. However, our vision of even a Celebrity chef's attire doesn't run wild: the basic baggy white jacket, an apron stained red with Bolognese sauce, and perhaps a whimsical hat. Why do chefs look 10 to 20 pounds more cherubic than they really are? If cooking is all about detail and imagination, why is a chef's clothing so uniform? Thanks to [Shannon Reed](#), a new ingredient has entered the culinary world and officially transformed colorless cooking apparel into chic chef attire.

A graduate of FIT in New York City, Shannon entered the world of women's fashion and worked for over 20 years in the mainstream fashion industry before launching [Shannonreed.com](#). While living and working in Boston, Reed became friends with many chefs in the area, including [Barbara Lynch](#), the renowned chef at the highly acclaimed [No. 9 Park](#) restaurant. There, she identified "a niche". While functional, there was no shape or style in the clothing these chefs were wearing, especially the women. Reed decided to combine her passion for food with something she knew how to do--fashion--and designed a line of innovative, kitchen couture

Once the the onslaught of celebrity chefs emerged, the texture of the culinary world changed with high budget television shows, media appearances, and prestigious awards like the [James Beard](#). Chefs have evoked the senses of not only their patrons but the couch potato, too! These changes boosted [Reed](#) with the umph to dazzle the drab world of chef attire. Reed's line adds vogue to the kitchen with stylishly designed jackets, shirts, bibs, and aprons. She imports the finest fabric and buttons from Japan, Italy, and Switzerland; however, she keeps the production domestic to ensure the proper execution. She believes in supporting local business, although it may be more expensive to produce. "I want to sell, but I don't want to *sell out*," [Reed](#) says. Shannon's garments are functional, as they are both stain and moisture resistant, yet fashionable. Hopefully they're flame retardant too!

Decor has become a huge focus for diners and restaurateurs alike. "First impressions are everything," [Reed](#) states. Her business is all about people, and translating a creative and fun vision. Therefore, in addition to her line, [Shannon Reed](#) also consults for restaurants customizing the look, form, and hue of the apparel to link to the mood of the restaurant. Attention to detail is [Shannon Reed's](#) motto, and quality is never compromised.

The culinary world, which was once devoid of style, has been seasoned with a little more fashion.

Behind the Burner members can slip into Shannon Reed's kitchen couture with a 10% discount by visiting [Shannon Reed](#) and using the BTBSR promotion code under our [Featured Promotions](#).

Just because you're not a "fashionista" doesn't mean you can't look good in the kitchen.

— Written by Christina Licata

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