

Press Release

## **The best of the best wear DIAMOND CUT®**

**Karlowsky Fashion lets Austria's best chefs shine on stage. For the Schlemmer Atlas Award 2023, Karlowsky Fashion GmbH has outfitted Austria's top 50 chefs with its premium chef jackets.**

Salzburg, d. 17.04.2023 - Experience Austria's best chefs up close and personal for once? That was possible at the Transgourmet PUR gourmet trade fair in Salzburg from April 17 to 18. On these two days you could try out and enjoy the most different courts and beverages. The highlight of the fair was the Schlemmer Atlas Award ceremony! Each year, the crème de la crème of the gastronomy and hotel industry is awarded here. Since 2012, the award has been presented to appropriately honor the skills of Austria's best chefs. This year, the marketing director of Busche Verlag, Jörg Leu, and the managing director, Johannes Großpietsch, hosted the award ceremony, with up to 4500 spectators watching them with rapt attention.

A real eye-catcher during the award ceremony was the uniform appearance of all award winners. The 50 chefs were dressed in elegant DIAMOND CUT® chef jackets by Karlowsky Fashion. Each award winner was personally presented with a specially embroidered DIAMOND CUT® chef's jacket by [Thomas Karlowsky](#) before the ceremony in the Schlemmer Atlas Welcome Lounge. The exquisite DIAMOND CUT® Elegance creates the perfect combination of elegance and modernity, allowing everyone who wears it to enjoy perfect wearing comfort. With its super-lightweight piqué cotton blend and a back made of jersey piqué, which ensures pleasant ventilation and functional perspiration, it offers every chef more freedom of movement and still an elegant and modern appearance. Thus, this premium chef jacket is perfectly at home in the luxurious world of Michelin-starred restaurants.

Austria's top 50 chefs visibly felt comfortable in the DIAMOND CUT® Elegance, embodying the exclusive spirit of the award ceremony and the premium brand DIAMOND CUT® - an evening that will not soon be forgotten.

For more information about the company, the products and downloadable images, please visit: <https://karlowsky.de/>.

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