



The future of polo shirts – new creative approaches

Albstadt, January 2019. Every year the product lines of JAMES & NICHOLSON and myrtle beach are supplemented by a lot of novelties. The two brands offer one of the widest ranges for textile promotional items – trend-, quality- and price-conscious. The same goes for 2019 under the motto: #ALLYOUNEED – the all-round carefree package for every dealer. Promotion, sport, leisure, business, workwear are the most important fields of JAMES & NICHOLSON and myrtle beach.

It is hard to imagine JAMES & NICHOLSON, the famous manufacturer of fashionable textile promotional items from Germany, without classic polo shirts. Meanwhile, there are numerous creative approaches which have modified polo shirts, but their basic shape remains unmistakable: a sporty essential which, combined with the right garments, can look both sporty and elegant. The JAMES & NICHOLSON product line also includes various polo shirts. A new item in 2019 is for instance the functional polo shirt for leisure and sports, made of elastic single jersey made of slub yarn with elasthane, which is both breathable and moisture-regulating. The collar can be manufactured according to the customer's requirements. Modern colours such as pink, red, turquoise or fern-green make the polo shirt a fashionable eye-catcher. The functional polo shirt is also available in a two tone version, with collar band and buttons in contrasting colours. The textile manufacturer from Albstadt is convinced that polo shirts will also be available in five years and he will continue to do his best to implement new creative approaches.

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About JAMES & NICHOLSON und myrtle beach

Both in textile promotion and in corporate fashion JAMES & NICHOLSON and myrtle beach are among the most popular brands in Europe. Every year the wide product range is supplemented by about 100 fashionable novelties. The two brands cover the areas of promotion, sport, leisure, business and workwear.

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