



Press release

Clothes with inner values – the new Organic Cotton Collection 2.0

Albstadt, 11th March, 2019. Fair, transparent, harmless. That is what the organic cotton by JAMES & NICHOLSON and myrtle beach is all about. In 2019, too, the expanded organic cotton line includes a huge selection of clothes produced with sustainable resources. From trendy sweatshirts, hoodies and poloshirts to T-shirts with beautiful, individual details every lover of fair fashion will find what he is looking for.

We love organic cotton!

The new organic cotton line by von JAMES & NICHOLSON und myrtle beach impresses with high quality combined with modern cuts and tasteful details. This naturalness is not only visible but also perceptible. Knowing that the components of the garment are made of sustainably grown cotton and that no genetically modified fibres are used conveys a completely new attitude towards life. Fair fashion at moderate prices that is what stimulates the two brands from the Swabian Alps to promote their new organic cotton line. In this case, fair is not only a temporary fad, but an integral part of the entire company philosophy. As a member of the 'BSCI-Business Social Compliance Initiative' the two brands undertake to adhere to the BSCI code of conduct. In concrete terms this means mainly: fair working conditions and clear health & safety regulations. When producing JAMES & NICHOLSON and myrtle beach textiles, the organic content standard enables us to establish the exact proportion of ecological material contained in a product and to keep track of it throughout the production process. Moreover, OEKO-TEX® Standard 100 guarantees health safety of all the components of a product.

A huge selection of sustainably produced streetwear

Fresh colours and a lot of individual scope make the extended organic cotton line a must have in 2019. Organic fashion meets industrial style! New products are sweatshirts made of 85% combed, ring-spun organic cotton with classic round neck in a huge selection of colours and sizes. The product line is supplemented by beautiful hoodies with raglan sleeves and zipped hooded sweat jackets with kangaroo pockets (also available for children) – maximum casualness for the spring of 2019.

An absolute highlight are the new T-shirts for men and women with a breast pocket in maritime look, made of 100% organic cotton, in colourways red/white, white/navy, navy/white and atlantic/white. The T-shirts are available in sizes XS-3XL. For fashion lovers who are keen on variety there is also the classic polo, in the same colours, ideal for leisure or business.



The trick: With many organic cotton products the labels can be detached and replaced by the customer's label (Tear off!®-label).

The new organic cotton line is completed by the headwear and accessory brand myrtle beach. A newcomer is the organic cotton headband made of 100% organic cotton, in ten different colours. With the light cotton scarfs in denim, chili and olive you are equipped to perfection on the first mild summer evenings. The outfit is supplemented by comfortable organic socks with elastic cuffs with Lycra®, as a short or long version, easy to combine, in colours white, navy and black.

In the field of spa a lot has happened, too. Towels, large and small, made of pleasantly soft cotton terry with a noticeably high absorbency offer a perfect wellness break and are a visual highlight in every bathroom. The new organic cotton bathrobes are also fantastically soft and extremely comfortable for the most beautiful hours of the day.

More information on the products is available at www.promotextilien.de/en.

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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.