



Press release

The new festival look with myrtle beach

Albstadt, 23th May, 2019. Summer means freedom: long, warm summer nights and above all, light clothing. This is exactly what myrtle beach, the headwear and accessory brand, combines in its new product line, thus creating light IT-pieces for 2019, which complete every festival outfit.

Summer feeling with myrtle beach

Appropriate to the start of the festival season, the myrtle beach collection offers beautiful accessories – for a very successful fashion summer. Best of all, the product line is not only stylish, but also offers protection against long exposure to sunlight.

For example, the 6 Panel Camouflage Cap in trendy camouflage design – in colours denim/black, grey/black or olive/black – is not only fashionable, but thanks to its integrated sweatband it also impresses with its functionality. Moreover, the breathable 6 Panel Elastic Fit Mesh Cap is ideal for dancing the night away. Integrated ventilation holes on the front panels provide for the necessary ventilation. The 6 Panel Mesh Cap with 6 decorative stitching lines in fresh colours, such as kiwi, turquoise or white affords the essential sun protection and thanks to its soft mesh it ensures a pleasant climate and a perfect moisture regulation. Through the 'click & snap'- adjuster the respective size can be adjusted precisely. Those who like it a little more functional, will pick the 3 Panel Cap with UV-protection. This all-rounder with integrated UV-protection 30+ protects the head against direct solar radiation. Thanks to reflective stripes on the side panels you are better seen in the dark.

The right selection for every festival

A beautiful highlight in 2019 is the classic Summer Hat made of 100% paper. This light summer hat with a cord is the ideal companion for every festival. Hippie, denim or classic – the summer hat offers a truly wonderful combination.

Also appropriate to the festival season, myrtle beach offers the versatile Traditional Bandana, now available in three new fresh colours: lime-green, pink and sky-blue. Moreover, the new Bio Cotton Headband will keep you nice and warm when it is cooler in the evening.

Favourite accessories for every season

Apart from that, myrtle beach offers a great number of matching scarfs for everybody who stays outdoors till the crack of dawn. Besides the Bio Cotton Scarf made of pleasantly soft organic cotton in fashionable colourways, the Bright -coloured Scarf, a



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light scarf with trendy jacquard pattern and bright contrasting stripes, available in bright-blue, bright-orange, bright-pink and bright-yellow is also among the newcomers of this summer.

Another product that is especially pleasant to wear is the new Structured Summer Scarf, a light summer scarf with an elaborate weaving pattern made of 100% viscose – available in five beautiful colours.

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.