



Press release

## The Newcomers of JAMES & NICHOLSON and myrtle beach in 2020

Albstadt, November 2019. Every year the product range of JAMES & NICHOLSON and myrtle beach is expanded by plenty of novelties. The two brands hold one of the widest product ranges of textile promotional items – trend-, quality- and price-conscious. Next year the focus will be mainly on the issue of workwear and the new sport collection.

### A taste of the novelties in 2020

In their **new workwear collection 'SOLID STYLE'**, which was first officially launched at A+A 2019 in November, JAMES & NICHOLSON, manufacturers of high-quality corporate- and functional clothing, will focus on a reduced, one-coloured design. Thus JAMES & NICHOLSON expands its product range for all the target groups of crafts business and is mainly intended for craftsmen indoors and outdoors, as well as engineers and laboratory staff. Besides the new design, quality plays a decisive role: In this workwear collection only high-quality YKK zips as well as practical gadgets such as reflective decorative elements of 3M are used. Good workwear has to meet high demands in order to be both functional and extremely comfortable. The workwear includes pants, vests, different jackets, new tops and for the first time a professional Work Overall (JN887) with a reinforced knee area. The new Work Coat (JN888), a professional work coat in clean look made of high-quality mixed fabrics, impresses with simplicity and functionality. The new workwear poloshirts and T-shirts (JN891/JN892, JN1807/JN1808, JN889/JN890) with contrasting piping made of combed, ring-spun organic cotton are practical and at the same time comfortable. In all sizes (XS-6XL) they adapt to every movement.

JAMES & NICHOLSON gets a sporty start into the new year. The **new sport collection 2020** is characterized by the innovative use of recycled polyester and by a modern look, which means a reduced colouring such as titan, black, white, bright-red and plenty of room for individual decoration. The functional T-shirts (JN519/JN520, JN523/JN524) made of recycled polyester are for example breathable, moisture-regulating and quick-drying. They are ideal companions for sport and leisure. For colder days there is a multi-functional longsleeved version (JN521/JN522), which is ideal to wear underneath. The casual sports outfit is rounded off by shorts (JN525/JN526) and running tights in different lengths (JN527/JN528/JN529 as well as fashionable hooded jackets (JN531/JN532, JN533/JN534).

In the new year jacket fans will not come off badly either with JAMES & NICHOLSON. Highlights are the **quilted jackets** (JN1155/JN1156) with DuPont™ Sorona® padding made of wind- and water-repellent fabric, with fashionable lockstitch seams, in sizes XS-3XL as well as the **new padded jackets** (JN1157/JN1158) in clean look for business and leisure in colours navy, black, graphite and black-melange.



The headwear and accessory brand **myrtle beach** completes the wide range of products for 2020 with attractively priced caps, headwear and scarfs – from the 6 Panel Cap Bio Cotton (MB6236) in 10 colours, to the sporty 6 Panel Sports Cap (MB6241) made of soft mesh and Summer Loop (MB7316).

More information on the products and image material for downloading can be found at [www.promotextilien.de/en](http://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.