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JAMES & NICHOLSON launches the first collection made of recycled polyester

Albstadt, December 16th, 2019. Every year the product range of JAMES & NICHOLSON and myrtle beach is extended by plenty of novelties. The two brands offer one of the widest ranges of corporate fashion and workwear, always trend- and quality-conscious. In 2020, the focus will be both on the new workwear-line **SOLID STYLE** and on the innovative sport collection made of recycled polyester.

Sustainably produced clothes for work and sports

In 2020, the main question JAMES & NICHOLSON and myrtle beach ask themselves is: How can we, a leading manufacturer with the widest range of trendy corporate fashion and corporate workwear and at the same time a traditional family company, succeed in launching innovative, high-quality and inspiring collections and in fascinating our customers again and again? The answer is obvious: With emotional brand experiences and collections, which are firmly embedded in all spheres of life from promotion, sports, leisure to business and workwear. In 2020 too, the focus will be on textiles which are not only comfortable, but also functional and sustainable.

The newcomers in 2020

The **new sport collection** 2020 is characterized on the one hand by the innovative use of recycled polyester and on the other hand by a modern look, which means: reduced colours, such as titan, black, white, bright-red, with a lot of space for decoration. The function shirts (JN519/JN520, JN523/JN524) made of recycled polyester, are for example breathable, moisture-regulating, quick-drying and therefore the ideal companion for sports and leisure. Manufacturing one sports T-shirt (JN519) means for example recycling 25 half litre PET-bottles. For colder days there is a multi-functional long-sleeved version (JN521/JN522), which is also 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).

The **new workwear collection SOLID STYLE** focuses on a reduced, one-coloured design. Thus JAMES & NICHOLSON enlarges the product range for all the target groups of work and is mainly intended for craftsmen working indoors and outdoors, but also for engineers and laboratory staff. Apart from the new design, quality plays a crucial role: In this workwear only high-quality YKK-zips and practical gadgets such as fashionable reflective elements are used.



**JAMES &
NICHOLSON**

Good workwear has to meet high demands in order to be both functional and extremely comfortable. Besides pants, vests, various jackets and new tops, the workwear includes 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 mixed fabrics, impresses with simplicity and functionality. The new workwear poloshirts and T-shirts (JN891/JN892), JN1807/JN1808, JN889/JN890) made of combed , ring-spun organic cotton are practical as well as comfortable. The new organic stretch T-shirts (JN1805/JN1806), the organic long-sleeved stretch T-shirts (JN1803/JN1804) or the organic stretch T-shirts (JN1801/JN1802) impress with the use of soft elastic single jersey resp. elastic piqué and in all sizes (XS-6XL) they adapt to every movement. Moreover, a content of at least 94% organic cotton creates a pleasant feeling and an excellent quality in workwear.

Apart from that, as we are used to from JAMES & NICHOLSON and myrtle beach, this year, too, new jackets, accessories and headwear will supplement the large range of the two brands.

More information on the products and image material for downloading can be found at www.promotextilien.de/en and www.workweartextilien.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.