



Press release

The new Workwear collection by JAMES & NICHOLSON

Albstadt, 18th September 2019. After two successful workwear collections, **JAMES & NICHOLSON** is launching the new workwear “**SOLID STYLE**”, thus extending the product range for all the target groups of crafts business. Uni colours, reduced, high-quality. From sizes **XS to 6XL** there is something for every professional.

New standards of comfort and design

In his brand-new workwear collection, which will be officially launched at A+A 2019 in November, the Swabian manufacturer of high-quality corporate and functional clothing **JAMES & NICHOLSON** concentrates on a reduced, one-coloured design, doing without playful accessories and bright colours. Whereas in the first collection “**STRONG STYLE**” emphasis was placed on durable and hard-wearing fabrics, mainly for the building trade, and in the following workwear line “**COLOUR STYLE**” the focus was on more flexibility, a variety of colours and scratch protection, “**SOLID STYLE**” appears ‘clean’ and modern. Besides the new design quality plays an important role: For this workwear collection only high-quality **YKK**-zips and practical gadgets, such as reflective decorative elements of **3M** are used.

Reliable workwear to feel good

For all weathers in the workshop in enclosed spaces in a laboratory: Good workwear has to meet high requirements in order to provide both functionality and optimum comfort. This is exactly what **JAMES & NICHOLSON** combines in “**SOLID STYLE**”: The workwear includes pants, vests, various jackets, new tops as well as, for the first time, a professional Work Overall (**JN887**) with a reinforced knee area. Sturdy, hard-wearing mixed fabrics and a tearproof triple stitched seam provide the necessary durability. There are several pockets and back pockets for tools, ruler and mobile phone. Reflective elements on pockets, shoulders, at the back and on the pants provide high visibility when working outside. The overalls are available in four colours, washable at 60° and suitable for tumble-drying.

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. They too, are durable and especially easy-care. They fit perfectly in all sizes (**XS-6XL**) with every movement. For even more elasticity **JAMES & NICHOLSON** recommends Organic Stretch-T Work (**JN1801/JN1802**), T-shirts made of extremely soft elastic single jersey with round neck. These are also available as Organic Stretch-Longsleeve (**JN1803/JN1804**) for cold work days and ideal as a base layer.

With the new workwear collection “**SOLID STYLE**”, **JAMES & NICHOLSON** also attaches great importance to equipping the widest possible target group from head to toe in the field of crafts business. This modern workwear is supposed to be suitable for craftsmen indoors and outdoors, as well as for engineers and laboratory staff. The new Work Coat (**JN888**), a professional work coat in ‘clean’ look made of high-quality mixed fabrics, impresses with its simplicity and functionality: Two side pockets and a useful breast pocket with a pen holder



**JAMES &
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help the craftsman always to have the necessary things at hand. In order to avoid the product in hand being damaged, all the buttons and zips are concealed.

Individual jackets and pants in a great variety of colours and sizes for the cold season

JAMES & NOCHOLSON stands for high-quality corporate fashion. The new workwear has been designed in a way to comply with specific customer requirements, which means: There is even more space for logos and messages, there are a lot of matching colours, which correspond to the customers' corporate identity.

Apart from the wide range of colours and styles, mix and match is also a major issue. The new jackets are the ideal allrounder mainly for cold autumn- and winter days and in the short-lived day-to-day work they are individually combinable. The new Workwear Sweat Jacket (JN893/JN894) with stand-up collar and contrasting piping made of an easy care cotton/polyester mix and equipped with ribbed bands with elasthane on sleeves and waistband as well as Knitted Workwear Fleece Jacket (JN897/JN898) with fluffy inside are pleasantly warm in the cold season. Doubleface Work Jacket (JN1809/JN1810) is also very soft and impresses with a two-ply fabric (outside: cotton-single jersey, inside: fleece) and kangaroo pockets with concealed YKK-zips and a reflective front zip. For those who need it a little more compact and the durable Workwear Softshell Light Jacket (JN882) or Workwear Softshell Jacket (JN884) are just perfect. These styles are wind-and water-repellent, breathable and permeable to water vapour.

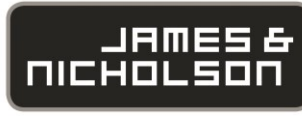
The full-length concealed YKK-zip with a storm-flap and chin-cup is weatherproof and affords protection against potential dangers. These two styles are also available as softshell vests (JN881, JN883). The warmest and at the same time most durable jacket is Workwear Softshell Padded Jacket (JN886), which is also available as a vest (JN885). It combines what all workers would like workwear to be: light and soft, but at the same time flexible and durable.

To complete the work outfit, JAMES & NICHOLSON offers various workwear pants. Workwear Cargo Pants (JN877) are casual cargo pants, which can be worn both at work and for recreational activities – moreover, BIONIC-FINISH®ECO affords protection against water and dirt. The new Workwear Pants (JN878) have a knee area reinforced by CORDURA® and plenty of beautiful details, such as several tool pockets and reflective elements. Workwear Bermudas (JN880) are functional work shorts. Functional overalls, e.g. workwear pants with bib (JN879) are an integral part of "SOLID STYLE".

myrtle beach rounds off the high-quality work look

The headwear and accessories brand myrtle beach completes the new workwear collection of JAMES & NICHOLSON. The 6 Panel Workwear Cap SOLID (MB6234) made of recycled polyester with reflective elements is available in various colours. Moreover, 6 Panel Workwear Cap Color (MB6235) appeals not only as a fashionable cap, due to its padded sweatband it is also functional.

Integrated ventilation holes on the front panels provide the necessary ventilation even for sweaty activities. A suitable cap for the winter months is Reflective Beanie (MB7141), a classic knitted cap with a reflective stripe on the brim for better visibility.



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.