



Press Release

Function meets trend: Crossover-styles 2021 by JAMES & NICHOLSON and myrtle beach

Albstadt, November 2020. JAMES & NICHOLSON and myrtle beach will also start the year 2021 with plenty of novelties in their product range. The focus is on crossover-styles made of sustainable fabrics. This is the response of the two brands made by Daiber to the high demand for a combination of workwear and leisure wear.

Comfortable workwear – New cuts and stretch

With the new workwear collection by JAMES & NICHOLSON, **the focus is on stretch.** Thus the manufacturer of high-quality corporate and function wear reacts to the demands of a new working world, creating products with which you will be perfectly dressed both at work and after work in your free time. A highlight: The first jeans by JAMES & NICHOLSON (JN875). The unisex-jeans with a straight cut are made of a sustainable mix of materials, combining organic cotton, recycled polyester and elasthane. The modern washing, combined with functionality and stretch make them the ideal companion for work and leisure time. More freedom to move is also ensured by the new Workwear Stretch Pants JN1812 in Slim Line. Whereas through a combination of polyamide and elasthane, the stretch element makes the pants extremely comfortable in the buttocks area, the Four-Way Stretch Pants (JN1813) are elastic in all four directions. Thus this product is comparable to ultra-light outdoor trekking pants, which remain durable due to knee pad pockets made of cordura and tearproof triple-seam stitches. Two more new products are added to the popular STRONG-collection: Slim Line Work Pants with a tighter cut (JN1832) as well as Workwear Overalls, which are individually adjustable and extremely comfortable in the stomach area due to a button placket at the waistband (JN1833).

Hopes for **new trends with functional jackets, vests and T-shirts** will not be disappointed this year either. The two new hardshell workwear jackets afford ideal protection in all weathers. Both the lighter jacket JN1814 and the lined jacket JN1815 are tearproof, especially durable and apart from taped seams, the fabric is equipped with 10,000 mm water column. The width- and length-adjustable hood is designed in a way that a helmet fits comfortably underneath. Especially fashionable products are the Knitted Fleece Jackets (JN1817/JN1818) as well as the new Hybrid Jackets (JN1819/JN1820) – each of them is available as a men's and as a women's version in different colours. The new Workwear Poloshirts and T-shirts (JN1823/JN1824/JN1825/JN1826) are all part of the existing STRONG-collection and, in response to many requests, they are made of a new fifty-fifty material mix of cotton and polyester – both in sustainable quality. Moreover, to enhance the visibility at work, the T-shirts (JN1837/1838) and Poloshirts (JN1829/JN1830) in trendy signal colours are added to the product range.

The logo for 'daiber' is written in a blue, cursive script font.

There are also new items in **classic leisure wear** by JAMES & NICHOLSON. The focus of the extension of the product range is in particular on stylish functional jackets for very cold days. Both with the warm Padded Jacket (JN1167/JN1168) and the lighter Quilted Jacket (JN1161/JN1162) made of recycled polyester, **downs as a padding are replaced by a sustainable DuPont Sorona-padding**. Moreover, the product range is complemented by matching Softshell Jackets (JN1171/JN1172) and Softshell Vests (JN1169/JN1170) made of recycled polyester. With the Hybrid Jackets (JN741/JN742) and Vests (JN739/JN740) with a stand-up collar the company responds to frequent customer requests to design the top seller JN771/772 in a version without a hood.

With new Workwear Beanies (MB7137/MB7139) and functional headwear with a neck guard against sun and heat (MB6242/MB6243), the headwear and accessory brand **myrtle beach** meets customer requests for combination products for work and leisure time.

For more information on the company, the products and image material for downloading please go to www.daiber.de .

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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.