



Press release

The new sport collection from PET-Recycling by JAMES & NICHOLSON

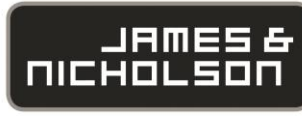
Albstadt, June 4th, 2020. The new sport collection by JAMES & NICHOLSON is characterized both by a modern look and by the innovative use of recycled polyester for sports and leisure time. In short: Reduced in colouring, a lot of space for individual decoration.

The sport novelties at a glance

For the new sport collection 2020 JAMES & NICHOLSON, one of the largest manufacturers of trendy corporate fashion, has come up with something special. The mix of appealing design and recycled polyester offers the highest wearing comfort for all sports- and leisure-lovers. Even after an intensive fitness unit the textiles fit perfectly and provide a pleasant moisture regulation. The new function T-shirts with round neckline (JN519/JN520, JN523/JN524) made of recycled polyester are breathable, moisture-regulating and quick-drying. Therefore, they are the ideal companion for sports and leisure. For manufacturing the sports collection, PET-bottles are recycled. All the T-shirts are available in different colours and sizes (XS – 3XL), one-coloured (bright-red and titan) with fashionable, reflective print on the shoulder or with all-over-print in the shoulder area (white/black-printed and black/black-printed). For colder days, there is a multi-functional long-sleeved version (JN521/JN522), which is very suitable to be worn underneath.

The tops are complemented by pants in matching colours and in different lengths. The light shorts (JN525/JN526) made of an easy-care polyester fabric are wind- and water-repellent and dry very fast. Thanks to the elastic waistband with inner cord, the products are extremely comfortable with every movement. A practical feature is the small zipped key pocket. The ladies' Sports $\frac{3}{4}$ Tights (JN529) are particularly soft and elastic. The homogeneous look is rounded off by the all-over print (black-printed/black) with one-coloured lateral insets. Those who prefer covering their legs completely, will choose the long Sports Tights (JN527/JN528). The running tights take up the same pattern as the T-shirts and are ideal for various mix & match combinations.

For sports units in the shade, JAMES & NICHOLSON recommends jackets and hoodies in the same style. The light jacket (JN533/JN534) made of recycled polyester is wind- and water-repellent and by its hood and zip with chin-cup a casual touch is added. Hood and sleeves are bordered with an elastic band, two zipped side pockets provide sufficient storage space. The hoodies (JN531/JN532) made of 100% recycled polyester in easy-care French terry, with an adjustable hood are sporty IT-pieces. The new sport collection is rounded off by the stylish 6 Panel Sports Cap with hook and loop fastener (MB6241) by the headwear and accessory brand myrtle beach. The cap is available in 6 different colours and is made of soft mesh, with ventilation holes, modern decorative stitching lines on the peak as well as



laminated front panels. A lined sweatband makes it pleasant to wear during sporting activities.

From PET-bottle to T-shirt in AR

Once again, JAMES & NICHOLSON takes his dealers on an animated trip. The Augmented Reality app 'JN Augment', which was already introduced in 2019, makes product images even more tangible thus creating very special experiences for the customer. An image is projected on the user's field of vision, which makes the boundaries between reality and the unreal get more and more blurred. In this case, the complete production 'from PET-bottle to textile' is presented by AR and a new, virtual world is created. In addition to that, the QR-code on the first page of the new sport catalogue 2020 or on the JAMES & NICHOLSON ads can be scanned and subsequently the products can be seen interactively.

Here you will find the new collection video: <https://youtu.be/E1chNBBxLQ>

More information on the products and image material for downloading can be found 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.