



Press release

New caps by myrtle beach

Albstadt, March 3rd, 2020. The range of the headwear and accessory brand myrtle beach includes a huge variety of beautiful caps, which complete every look. At work, when doing sport and in your free time, especially caps made of 100% organic cotton as well as recycled polyester are the ideal companion for anybody who attaches importance to environmentally friendly clothing.

Allrounders for any occasion

Function and design from head to toe, is that possible? The answer is myrtle beach, the visual highlight of any JAMES & NICHOLSON outfit. Twelve new caps combine functional details with modern cuts and a superb wearing comfort, of course in the usual myrtle beach quality.

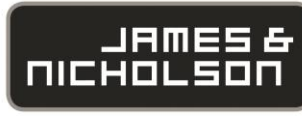
The 6 Panel Cap Bio Cotton (MB6236) and the 5 Panel Cap Bio Cotton (MB6237) made of 100% organic cotton impress with an unbrushed surface, embroidered ventilation holes, laminated front panels and decorative stitching lines on the peak. The lined satin sweatband and the adjustable hook and loop fastener make the caps pleasant to wear wherever you go. In classic black or in a fresh lime green – there is something for any occasion. Whoever doesn't want to do without the above-mentioned benefits and is looking for other colourways will choose the 5 Panel Sandwich Cap Bio Cotton (MB6238), the counterpart to MB6237. Royal/white or burgundy/black are just two of a total of ten colourways.

Always well-equipped – even on the construction site

Cool temperatures, draught or sun is nothing unusual for people working outdoors. Protection against this is afforded especially by the new 6 Panel Workwear Cap - SOLID - (MB6234) made of recycled polyester, which perfectly complements the new workwear collection 'SOLID STYLE' by JAMES & NICHOLSON. Six embroidered ventilation holes provide good ventilation, even in case of sweaty work. Thanks to its clip fastener, the durable cap with reflective elements (without protective function, no PPE) is easy to open and close. Another new product is the 6 Panel Workwear Cap - COLOR - (MB6235), which is colour-coordinated to the existing workwear collection 'COLOR STYLE' by JAMES & NICHOLSON and offers perfect sun protection.

Further highlights in 2020

Moreover, the new sport collection made of recycled polyester is completed by the 6 Panel Sports Cap (MB6241) made of soft mesh - and the high-quality Seamless Mesh Cap (MB6233), with a seamless, preformed crown made of breathable 3D mesh is extremely pleasant to wear and has a perfect fit thanks to its elastic sweatband and "click & snap" adjuster. New to the collection are also the cord caps 6 Panel Corduroy Sandwich Cap



(MB6230) made of corduroy and the 6 Panel Corduroy Cap (MB6232) made of wide wale corduroy, in various colours. The durable cotton corduroy cast off its fusty image long ago and due to new colourways and cuts it is more stylish this year. Another highlight is the new Captain's Cap (MB6231) in navy or black with a short, lightly curved peak – a stylish cap in retro look. It is available in sizes S/M and L/XL.

The 6 Panel Mesh Cap (MB6239) and the 6 Panel Flat Peak Cap (MB6240) are also ideal for leisure activities. Both caps are made of light mesh: moisture-regulating, crease-resistant and easy-care. The person wearing the caps can choose between a flat or curved peak and from 12 beautiful colourways. Apart from that, plenty of new colours have been added to the popular 5 Panel Polyester Mesh Cap (MB070) as well as the 5 Panel Retro Mesh Cap (MB6550).

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

contact PR

Gustav Daiber GmbH
c/o follow red GmbH
Ines Kehrlé
Waldburgstraße 17/19
70563 Stuttgart
Tel.: +49 (0)711-90140-413
E-Mail: daiber@followred.com

contact Gustav Daiber GmbH

Tobias Seidel
Head of Marketing
Vor dem Weißen Stein 25-31
72461 Albstadt
Tel.: +49 (0)7432-7016-119
E-Mail: tobias.seidel@daiber.de

contact advertisements

Werbeagentur Beck GmbH & Co. KG
Stefanie Horlacher
Alte Steige 17
73732 Esslingen
Tel.: +49 (0)711-937893-25
E-Mail: horlacher@werbeagentur-beck.de

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.