



Press release

Workwear catalogue 2021 by JAMES & NICHOLSON and myrtle beach

Albstadt, April 2021. With the new workwear catalogue that is now available, the brands JAMES & NICHOLSON and myrtle beach serve one of the most prominent trends of 2021: so-called crossover styles. The absolute highlight is the first jeans by JAMES & NICHOLSON: with stretch, in a modern wash and made of organic cotton. This is what workwear is all about!

Think afterwork – function meets sustainable fabrics, work-specific details meet trendy looks, flexible stretch meets sturdy Cordura. “We have been observing a trend towards combining workwear and leisure wear for years – even before the pandemic”, says Kai Gminder, managing director of Gustav Daiber GmbH. “And we are sure that this trend will continue on a national and international scale in the years to come.”

Workwear pants – and the first jeans!

An absolute highlight of the workwear collection 2021 is the first jeans by JAMES & NICHOLSON (JN875). The uni-sex jeans with a straight cut are made of a sustainable material mix combining organic cotton, recycled polyester and elasthane. The modern wash paired with functionality and stretch makes the jeans the ideal companion for work and leisure time. More freedom of movement is also provided by the new JN1812 Workwear Stretch-Pants Slim Line. Whereas, through a combination of polyamide and elasthane, the stretch element makes the pants extremely comfortable in the buttocks area, the JN1813 Workwear Pants 4-Way Stretch Slim Line are elastic in all four directions. Two more new products are added to the popular STRONG collection: the JN1832 Workwear Pants Slim Line 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).

Polo shirts and T-shirts: colours that stand out

In response to many requests, the new workwear polo shirts and T-shirts of the existing STRONG collection are now made of a fifty-fifty material mix containing organic cotton and recycled polyester – both sustainable materials. The JN1823/JN1824 Ladies'/Men's Workwear T-Shirts are not only shape retaining, but, due to their contrasting insets on the sides and shoulders, they also cut a fine figure at work and in your leisure time. The same goes for the polo shirts (JN1825/JN1826) with a knitted collar and a button placket with 3 or 4 buttons. Moreover, for higher visibility in day-to-day work, the T-shirts (JN1837/JN1838) and polo shirts (JN1829/JN1830) in the trendy signal colours neon-yellow and neon-orange have been added to the product line – all the products are durable and easy-care.

Light Jackets and between-seasons Jackets

In the spring collection JAMES & NICHOLSON expands its repertoire of workwear essentials – above all light jackets and hoodies. Especially trendy are the knitted



**JAMES &
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fleece jackets (JN1817/JN1818) in melange look – a contrasting highlight for modern corporate outfits. For those who like it extremely comfortable and cosy the Sweatshirt (JN839) with a double-layered hood is the ideal choice. The JN1819/JN1820 Ladies'/Men's Hybrid Jackets stand out, too, thanks to fashionable neon elements on the zips. The softshell hybrid vests (JN1821/JN1822) are the sleeveless counterpart. For protection against wind and water, the JN1814/JN1815 Hardshell Workwear Jackets are highly recommended. Their durable and sturdy ripstop fabric made of 100 percent recycled polyester is wind- and waterproof (10,000 mm water column), nevertheless it is breathable and permeable to water vapour.

Trendy, but functional headwear by myrtle beach

Classic cut, rib design and a pleasant, soft touch: With the new Workwear Beanies (MB7137/MB7139), the headwear and accessory brand myrtle beach also meets customer requests for multi-purpose products for work and leisure time. An extra special eyecatcher among the functional headwear is hats and caps with an extra-long neck guard: the MB6242 Function Hat with Neck Guard wins over with a wind- and water-repellent micro-fibre fabric, which makes it pleasant to wear, as well as an elastic cord for width adjustment. The MB6243 6 Panel Cap with Neck Guard is also available in one size (55-60 cm) and can be adjusted in width by means of a cord.



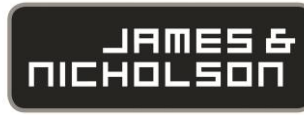
Crossover styles are in vogue – this is also shown by the new workwear catalogue 2021 by JAMES & NICHOLSON and myrtle beach. (Source: Daiber)

For more information on the company, please visit www.fusiblesystems.co.uk.

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.