



Press release

## **Fashionable, sporty and active: The 2022 collection by JAMES & NICHOLSON and myrtle beach with new crossover styles**

**Albstadt, November 2021. JAMES & NICHOLSON and myrtle beach unveil their new products for the coming year. The collection features fashionable casual clothing and practical workwear essentials in a wide variety of new product categories. Highlights include the rain set and Bermuda jeans for everyday work as well as the business jacket and trendy lounge wear for leisure time. With their new products, both brands are catering to the ongoing high demand for crossover styles that combine work and leisure, and continue to make use of sustainable materials.**

### **New workwear: practical, comfortable and easy-care, for both work and leisure**

A workwear highlight from the 2022 collection is the new unisex rain set by JAMES & NICHOLSON. In addition to being elasticated and adjustable, the workwear rain trousers (JN1845) and matching workwear rain jacket (JN1846) are wind- and waterproof (10,000-mm waterproof rating) thanks to their welded seams. This makes them functional companions for rainy workdays. Thanks to the classic colours, they can be combined perfectly with all four workwear lines, making them an ideal crossover item. The rain jacket can be conveniently worn in combination with a protective helmet, while the rain trousers can be worn comfortably over normal work trousers and shoes. The workwear stretch Bermuda jeans (JN871) are another highlight and provide a shorts version of JAMES & NICHOLSON's original jeans from last year's collection (JN875). They feature durable denim fabric made from organic cotton and recycled polyester, various tool pockets and puncture-resistant side pockets, plus a comfortable fit thanks to the fabric's elastane content. This makes these stretch jeans in unisex sizes a practical choice, even after work. The same applies to the workwear Slim Line stretch Bermuda shorts (JN1811) with elasticated inserts and functional details, which were developed as a variant of the workwear Slim Line stretch pants (JN1812).

The new ladies'/men's padded hybrid vests (JN1847/JN1848) and jackets (JN1843/JN1844) are ideal to wear on cold days. The knitted fleece vests and jackets come with warm, sustainable DuPont™ Sorona® padding, are quilted on the inside and are incredibly comfortable thanks to the elasticated cuffs. Other new products include ladies'/men's workwear long-sleeved T-shirts (JN1839/JN1840) and polo shirts



(JN1841/JN1842), which are made of a durable and extremely easy-care 50/50 mix of organic cotton and polyester. Thanks to UPF 50+ protection, they can be worn with confidence in sunny weather and are real all-rounders for work and leisure.

For the first time, JAMES & NICHOLSON is offering corporate fashion for the medical/care sector. The new ladies'/men's scrubs top (JN3101/JN3102) and stretch scrubs top (JN3103/JN3104) feature a V-neck and are durable, hygienically washable and ideal for strenuous professions thanks to their great freedom of movement. The stretch scrubs top is also breathable and moisture regulating. The matching trousers: the new ladies'/men's 5-pocket stretch pants (JN3001/JN3002), which are especially comfortable thanks to their elastane content and ensure a perfect fit. The practical ladies'/men's comfort pants (JN3003/JN3004) are also ideal for everyday work as well as leisure thanks to their elasticated waistband, straight leg width and large side pockets. **From relaxed to sporty: the new leisure styles**

The business jacket (JN1175/JN1176) made from recycled polyester is one of the absolute highlights of the leisure clothing range. With its warm DuPont™ Sorona® padding, as well as its breathable outer material that is wind- and waterproof (5000-mm waterproof rating), this jacket is a true all-rounder. The full-length two-way zip, adjustable hood and variety of pockets make it very comfortable and convenient. This is also true of the next highlight in the collection: the new lounge wear made from organic cotton by JAMES & NICHOLSON. Soft colours add an appealing touch to both the stylish ladies'/men's lounge hoodies (8033/8034), which feature a slightly oversized look and brushed, cosy interior, and the fashionable ladies'/men's lounge pants (8035/8036), which are made of high-quality French terry fabric and have an elasticated waistband as well as a cool cargo pocket on the leg of the men's version. The lounge pants for men are also available as shorts (8038). The ladies'/men's active tanktop (JN737/JN738), which is breathable, moisture regulating and quick drying, is suitable for all kinds of leisure and sports activities. Another new addition, the ladies'/men's business blazers (JN1177/JN1178), complement the business collection and are made from soft sweatshirt fabric, and provide a fashionable fit with a classic lapel collar and shaping dividing seams. The new ladies'/men's winter sports jackets (JN1173/JN1174) also provide support and comfort. These must-haves for winter are not only waterproof (10,000-mm waterproof rating), breathable and permeable to water vapour, they also stand out thanks to warm DuPont™ Sorona® padding, sealed seams and a sporty cut. The adjustable snow guard and thumb loops also provide extra support in wintry temperatures and weather conditions.

# daiber



Similarly, the ladies'/men's allweather jackets (JN1179/JN1180) are slightly padded and particularly suitable for extreme weather conditions thanks to the softshell material made from recycled polyester with a TPU membrane and a 10,000-mm waterproof rating.

Headwear and accessory brand myrtle beach has also unveiled two new products for the coming year. The reflective winter beanie (MB7142) in a classic ribbed design with a wide turn up, reflective accents and a fleece-lined inner is perfect for the cold season. This is also true of the double-knit, soft knitted winter beanie (MB7145) made from recycled polyester, which boasts a classic cut and is pleasantly soft and comfortable.



*One of the highlights of the 2022 collection: The business jacket (JN1175/JN1176) by JAMES & NICHOLSON is made from recycled polyester for the perfect crossover style. (Source: Daiber)*

Further information about the company, products and pictures for download can be found at: [www.daiber.de/en](http://www.daiber.de/en).

For information about sustainable products by JAMES & NICHOLSON and myrtle beach, visit: [www.daiber.de/en/company/sustainability/products](http://www.daiber.de/en/company/sustainability/products).

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#### **About Gustav Daiber GmbH**

Gustav Daiber GmbH was founded in 1912 by Gustav Daiber in Ebingen in the Zollernalb district of Baden-Württemberg. Starting with the production of materials for the textile industry such as rubber bands, sewing threads and buttons, the company today is one of Europe's largest manufacturers with a uniquely wide range of the latest corporate fashion products. For Daiber, another milestone in history began with the dawning of the new millennium: The private labels of JAMES & NICHOLSON, for high-quality corporate and functional wear, and myrtle beach for headwear and accessories, are revolutionizing the market for first-class corporate fashion. The company's key pillars are promotional, sports, leisure, business and workwear. Management is led by Kai Gminder, who heads the fourth generation of the company, and Christof Kunze. Daiber employs 120 people and their headquarters are located in Albstadt. Gminder cites decisive factors for the successful development of the family business as: social and ecological responsibility, high quality, internationality as well as a good eye for fashion, technology and lifestyles.

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