



ALPHA INDUSTRIES

Press Release:

Alpha Industries continues to follow the fashion trend: New materials, slim fits and trendy colours

- The cult aviator brand is presenting the Autumn/Winter collection 2013/14 at the Bread & Butter trade fair

(Neu-Isenburg, January 2013) This year as well, the traditional label Alpha Industries presents its new Autumn/Winter collection. With more than 170 items, the collection has been significantly extended compared to last year. Many new materials and colours make it more varied than ever. Besides other trendy colour accents, muted colours like Vintage Yellow or Blue, which perfectly match the cold season, can be found in the new collection. In general, Alpha Industries goes for tighter fits in the coming Autumn/Winter season which is especially noticeable in the new pants models. Playful details like printed linings and new patches round out the collection. The MA-1 is the special highlight in the jacket segment: this cult jacket will be available in a new reversible version next autumn. The complete collection will be presented at the Bread & Butter trade fair in Berlin in January 2013, stand A 7 in the Urban Base (Ex-Denim-Base).

“We are happy to present our new collection at this Bread & Butter Trade Fair. We appreciate the decision taken by the Bread & Butter fair to go for more authenticity and individuality”, says Hubertus Junge, Sales and Marketing Director of Alpha Industries Europe.

Mix of Materials

Besides well-known and high quality materials like down, fur, leather, cotton twill and flight nylon, new materials are used for the Autumn/Winter collection 2013/14. Among others, there is waxed canvas, ripstop nylon and cord, which can be found in jackets and pants.



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Rejuvenating Cure for the Classics

There is no way to stop the trend towards the blouson style in jacket fashion. The waisted slim fit of the jacket determines its fashion style, creates a slim silhouette and perfectly matches every outfit. Alpha Industries already made the blouson fashionable years ago. The **MA-1** sees a fashion revival this year and is the highlight of this collection. The blouson jacket will also be available as a reversible jacket with a printed lining in the coming autumn. Motives like 'Stars and Stripes' and 'Easy Rider' can be displayed by just turning the jacket thus making the wearer a trendsetter. The ribbed cuffs on the sleeves – unlike the standard models – have a different colour than the jacket. In addition, some versions of the popular classic jacket will be available in sizes 2XS and 3XS – meeting the increasing demand from female customers.

Another classic jacket having a grand entrance in the Autumn/Winter collection 2013/14 is the **Vintage Fishtail**. This stylish parka with the eponymous elongated hemline on the back will become even more fashionable next autumn. The removable hood with soft faux fur is a real eye-catcher. The removable liner provides comfortable warmth on colder days. The Vintage Fishtail is best worn with a smart business outfit – with compliments from Mods Revival! The parka is available in black and olive.

Camouflage is Trend

Fashion trailblazers should have at least one piece in washed-out camouflage design in their wardrobes. Alpha Industries recognized this trend early on: the collection consists of pants as well as jacket models in a stylish camouflage design.

Slim Legs

Again Alpha Industries expands its pants assortment for the coming winter using new materials and slim fits. Some of the popular cargo models will be available in a slim fit version next year. Furthermore, pants made of fine



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and washed cord will be available from Alpha Industries. All pants are high quality and reveal the typical love for detail such as the chequered print lining of some models.

About Alpha Industries

Founded in 1959, in the small town of Knoxville, Tennessee, deep in the south of the U.S.A., Alpha Industries initially designed jackets for U.S. Air Force pilots. Up to today the company is one the main suppliers of flight jackets to the U.S. Air Force. The material made of special nylon excels through a particularly smooth surface and low material resistance. This enables the pilots to access the cockpit easily and swiftly and, in the case of emergency, to leave it quickly via the ejector seat. The unique fit is due to a sophisticated procedure which results in the gathered seams, for which Alpha Industries is renowned. In the early 80's, Hollywood stars also discovered the classic pilot jackets. The look spread quickly and the jackets became strongly desired must-haves for fashion lovers throughout the world. Until today, Alpha Industries jackets are used by the U.S. Air Force and the U.S. Navy. In 1993, Alpha Industries GmbH & Co. KG was founded by Rainer Knapp and Norbert Schneider in Neu-Isenburg in Germany. Since 2010, the various collections are available in over 800 stores throughout Europe, from young fashion to military. Further information on Alpha Industries can be obtained at: www.alphaindustries.de.

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