



Press release:

Spring/Summer Collection 2014 – Alpha Industries flying high

(Neu-Isenburg, July 2013) Just in time for the rising temperatures of the summer of 2013, the new Alpha Industries Spring/Summer Collection 2014 is ready to go. The established label will be presenting its new collection – including more than 180 items – to the public for the first time at the Bread & Butter trade show in July. After the resounding success of the new MA-1 models this year and last year, the designers of the American cult brand have tweaked several of its classics to give them a stylish, summery makeover. The MA-1, the Vintage Fishtail and the M-65 are the absolute highlights. In shirts and t-shirts, Alpha Industries is also showing a number of newcomers. Two-tone denims and “Buck Danny” all-over prints in vintage look are guaranteed to be real eye-catchers and round out the Spring/Summer Collection 2014. Bread & Butter will provide the perfect opportunity not only to admire the new collection, but to take a look at the new Alpha Industries trade show presentation. The booth (A 7, Urban Base) – in pure white – was designed by the Berlin stage and stand designer Jochen Sauer.

"The main idea of our new Spring/Summer Collection 2014 is to highlight our fashion focus even more, without ignoring our roots. By combining our familiar classics with very narrow fittings and fresh materials, patterns and colors, we have built a bridge that will enable us to make our fans of many years' standing happy and at the same time attract trend-oriented target groups," says Hubertus Junge, Alpha Industries Sales & Marketing Director. Just how well this has turned out is shown by the MA-1, which will be seen in several versions in the new collection.



MA-1 – A never-ending story

It is fair to say that no other jacket from Alpha Industries is more multi-faceted than the MA-1. It is the original among the flight jackets and is the focus of the current flight jacket and blouson trends. **MA-1 TT**, the summer variation of the cult model, appears in this collection as a camouflage version in Blue Camo Light Blue Camo, and Orange Camo. The fashion camouflage developed by Alpha Industries is a key ingredient in the collection and can be seen in the form of prints and patches in various models. **MA-1 Rev Camo** is also presented in camouflage look. Conceived as a reversible jacket, the entire lining is printed in a stylish camouflage pattern. The camouflage patches that are sewn onto the lower part of the sleeves are color coordinated with the inner lining. The jacket is available in the basic colors Stratos, Light Blue and Replica Grey, each with a color coordinated camouflage pattern. Still another highlight: **MA-1 TT Soft Shell**, an extremely light, yet robust variation of the classic. Like its relatives, the MA-1 TT Soft Shell shows a blouson cut with a narrow fit. In Spring 2014, this model will be seen in Sage, Grey, Royal Blue, Green, Red and Neon Yellow.

Mods feeling in any season

Up to now, the Vintage Fishtail from Alpha Industries has been considered to be the faithful companion for all mods and retro fans all through the fall and, thanks to the ALS liner, through the winter, too. Anyone who doesn't want to do without his stylish parker in the spring or on summer nights, that are a little cooler can now, enjoy a summer option. For the Spring/Summer Collection 2014, in fact, two new versions are ready to go – the **Vintage Fishtail Lightweight** and the **Waxed Fishtail**. The first of these is made of Nyco Satin, ensuring light, pleasant wearability. The latter is made of waxed canvas, a special waxed cotton fabric. Both Fishtails have the characteristic "tailfin," a lengthening of the back hem. In contrast to its relatives from the winter season, however, the two summer Fishtails do not have fur collars or button-in liners. Those that find this too retro can shine with the new military style trenchcoat next summer.



The extra-light fashion field coat is made of incredibly light nylon and has the brand's typical orange-colored lining. Alpha Industries is presenting other new products in its t-shirt and shirt collections. In addition to the popular vintage and light military looks, Alpha Industries is also concentrating on camouflage here in particular. The Spring/Summer Collection 2014 includes many different t-shirts in the popular camouflage look, but also in hot all-over prints, including motifs from the well-known "Buck Danny" comics. Several styles have also been added to the shirt collection. Patchwork shirts made of two-tone denim, as well as denim checked shirts and checked shirts with sewn-on jeans patches, will provide the "in" look next summer.



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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