



Press Release

**Pictures taken! Alpha Faces inspire in the new Alpha Industries  
Autumn/Winter catalogue 2013/2014**

**(Neu-Isenburg, January 2013) “Wanted again” – this was the motto of the second Alpha Industries model contest on Facebook last year. Now the six winners – the new Alpha Faces – had to show their talent! The bare brickwork of the cult aviator brand’s unfinished new European headquarters was the location of the photo shooting for the new Autumn/Winter catalogue 2013/2014 with the four boys and two girls. Styled professionally, wearing the trendy outfits of the new collection, the day at the exceptional set was an unforgettable experience for the models. No matter if they wore the Explorer and Polar jackets in loud colours or the new reversible MA-1, the Alpha Faces cut a really good figure in all outfits. Hubertus Junge, the Alpha Industries Europe Sales and Marketing Director: “The shooting with our junior models was a real highlight for us. We were very impressed by the professional attitude of these young people.” The new Autumn/Winter catalogue with selected motives of the Alpha Faces will be available in time for the Bread & Butter (January 15 – 17, 2013) trade fair and can then be admired at the Alpha Industries stand A 7 in the Urban Base.**

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](http://www.alphaindustries.de).

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*This text including the respective pictures is available via the internet at [www.deutscher-pressestern.de](http://www.deutscher-pressestern.de) and [www.public-star.de](http://www.public-star.de).*

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