



## AHEAD's New Headwear Emphasize Heathered Looks, Stretch

*Driver cap, Player sun hat accent 'trend-right styles' for Spring-Summer '17*



**NEW BEDFORD, Mass.** (Aug. 18, 2016) – For more than 20 years, AHEAD has prided itself on producing headwear that's as fashionable as it is comfortable, and setting trends before they start. With its Spring-Summer 2017 line unveiled this week, it is again staying out front with a new Heather Cotton cap offering colors that can stand alone or merchandise perfectly with the AHEAD Supply Company collection.

"Heathered looks and stretch are extremely important in the marketplace right now, and we incorporate both into our Spring-Summer '17 product line," said Scott Stone, AHEAD's National Sales Manager.

Offering the best of cotton and tech in a blend that is 52 percent cotton, this style also has a hint of spandex for comfort, Stone said. Muted heathers in Harbor Blue, Red Clay, and Granite lead this appealing six-color palette.

The new, mid-fit Reverse Heather Poly Cap features a nylon/poly blend with 15 percent spandex to make this style a perfect fit. The three-tone, tea-stained mesh cap will have wide appeal with open-edge applique custom graphics designed to complement the look a wearer seeks, Stone predicted. It is available in six colors, including Papaya (orange) and Shiraz (burgundy).

AHEAD's specialty collection is rounded out with the addition of a newly styled Driver cap in plaids, the addition of a new sun hat – The Player – featuring a wide brim with mesh sides for ventilation and comfort, a waxed cotton/mesh back cap in two colors, and a UPF rating of 50+.

“The product team did a great job developing trend-right styles with a wide reach for Spring-Summer '17,” Stone said, “and our art staff followed suit launching ornamentation options specific to the style and influence of our new headwear line.”

For additional information on AHEAD, or to download the headwear catalog, visit its website at [www.Aheadweb.com](http://www.Aheadweb.com).

**About AHEAD** | [www.aheadweb.com](http://www.aheadweb.com)

Founded in 1995, AHEAD is a multi-dimensional brand with a proven track record of success distributing headwear, apparel, and accessories to the green grass, resort and corporate markets. Its single focus of providing quality products, with innovative, high-quality design, and merchandising concepts has led to 19 years of continued growth and expansion. AHEAD is a leading supplier of headwear to the USGA, PGA of America, Ryder Cup and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk, Sean O’Hair and Brittany Lincicome. Golf legends Arnold Palmer, Jack Nicklaus, and ANNIKA wear AHEAD exclusively.

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