



AHEAD to Introduce Two New Kate Lord Collections for Fall '17

Both collections respond to 'athleisure' trend for what women golfers are wearing on course



NEW BEDFORD, Mass. (Jan. 18, 2017) – Addressing the trend toward active, athleisure wear, AHEAD is launching two new Kate Lord women's collections for Summer/Fall 2017 at the PGA Merchandise Show in Orlando in late January.

The first collection is grounded in Dahlia, a wearable mid-pink color paired back to black. The print in the group incorporates a watercolor effect, which fades to white in the malta polo. This print also can be found in the Barton skort and Athens sleeveless. The long-sleeve Madison and Littleton overknits both feature sleeve details that are perfect for a secondary logo placement.

The second collection features Sea Mist as the primary fashion color and pairs nicely to black and white. The all-over print grounds the Cambria skort, which works well back to the fashion solids in the group, as well as the Bolton short sleeve polo and the Napoli sleeveless, which both incorporate the same print into portions of the garment.

“Both groups speak to the trend toward active, athleisure wear that serves as an inspiration for what women golfers are wearing on the course today,” said Scott Stone, National Sales Manager, AHEAD. “As with all of our product offerings, the focus is on styles that offer the best platform for our decoration

capabilities. While ornamentation on women's products may be subtler, it is still an important component of what we bring to the table."

Stone added AHEAD is looking to introduce a few women's items that have a similar relaxed, cotton casual approach within AHEAD Supply Company, the company's newest label featuring vintage inspired cotton casuals to be worn on or off the course.

The new Kate Lord apparel collections, as well as all of AHEAD's apparel lines, headwear and accessories, will be featured in booth 4757 at the PGA Merchandise Show at the Orange County Convention Center in Orlando, Fla., Jan. 24-27.

For additional information on AHEAD, visit its website at www.Aheadweb.com.

About AHEAD | 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 more than 20 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 and Brittany Lincicome. Golf legends Jack Nicklaus and ANNIKA wear AHEAD exclusively.

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