



AHEAD Unveils New Spring-Summer '18 Headwear Collections

Popular Ornamentation Technique—GrafixWeld—Now Available for Select Styles



NEW BEDFORD, Mass. (July 18, 2017) – AHEAD has announced its 2018 spring-summer collection of headwear that features new performance fabrics and styles, fashion items inspired by hot industry trends, and an array of options with the company’s industry-leading alternative graphics and ornamentation techniques. The new headwear offerings for both the AHEAD and Kate Lord brands will debut at the 2017 PGA Fashion & Demo Experience, Aug. 14-16, in Las Vegas.

Triggered by the past success with its GrafixWeld™ technology on its apparel brands, AHEAD will now offer the smooth, techy ornamentation technique on select headwear. All GrafixWeld logos are made to order, and color coordinated to every item.

“Decoration continues to be first and foremost for us as our creative ornamentation techniques continue to set us apart from our competition,” said Chuck Lord, Chief Creative Officer, AHEAD. “This season is no different as we bring our proprietary GrafixWeld technique to our headwear, and continue to offer selections with unmatched attention to detail.”

A new Space Dye Tech hat that ties back to AHEAD’s apparel for spring and summer will be available for men and women alike. With a space dye front and sphere tech back and visor, the mid-fit hat debuts in three color combinations for men, and four for women.

New for men is a trendy Performance Mesh Back cap, a structured classic fit option that boasts an aegis tech front, and a birdseye mesh back and undervisor. The seven color combinations include brand-new colors on the men's side—cowboy blue and cobalt. In addition, a winter grey/white camo option is sure to be an instant hit, Lord predicted.

The popular men's Performance Ballmarker Cap has received a performance update and includes a convenient rubber magnet on the visor's right side. It will be available in white, red, cowboy blue, and graphite, another new men's color being introduced for spring-summer '18.

In addition to the Space Dye Tech hat, Lord said the Kate Lord offerings for Spring-Summer '18 "are as robust as ever." He pointed to the new Ladies' Knit with Pom (three colors: white, heather, charcoal) that capitalizes on the fur pom trend, plus a wide selection of visors that tie in perfectly with the new Kate Lord's Essentials offerings. Vibrant colors such as dahlia, persimmon, surf and freesia provide a diverse color palate that will appeal to everyone both on course and off.

The company will be exhibiting its new spring-summer '18 headwear and apparel lines in booth 602 at the PGA Fashion & Demo Experience at Las Vegas' Venetian Resort.

For more information on AHEAD, visit 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 Sorenstam wear AHEAD exclusively.

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