



AHEAD Introduces Spring-Summer '18 Men's, Women's Essentials; New Styles to Debut at Vegas PGA Fashion & Demo Experience



NEW BEDFORD, Mass. (July 11, 2017) – Featuring an array of colorful new polos, mid-layer and outerwear options, AHEAD will unveil its entire 2018 Spring-Summer men's apparel line at the 2017 PGA Fashion & Demo Experience, Aug. 14-16, in Las Vegas. Also debuting will be AHEAD's latest Kate Lord offerings for women, which have received an infusion of new colors and stylings for '18 Spring-Summer.

AHEAD's Classic Essentials collection is an assortment of stripes and solids that for the men's line brings three new polo styles, in a vibrant array of new colors including Aloe. New styles including the Grand Isle Striped Polo, offered in five striking colors, the Brunswick Polyester Jersey Polo and the Westford Spin Dye Polo can be matched with new mid-layer and outerwear pieces, plus shorts, to provide mix-and-match options. The AHEAD exclusive GraftixWeld™ logo application technique continues to be popular among the robust offerings in the t-shirt and fleece categories as well for 2018.

For those early mornings or cool evenings, AHEAD's men's Outerwear collection has ramped up its offering with multiple new styles, fabric options and ornamentation techniques. From the popular new Calais space dye long sleeve mid-layer to the Coventry and Danville woven front, fleece back vest and light-weight breathable jackets, these pieces give an updated feel to the popular line.

Also introduced for men are two new sweatshirts, the Seabrooke hoodie and Sandlake Instant Classic. These pieces are a natural extension of the popular Instant Classic t-shirts which, when logoed, have an inherent washed-down, relaxed look that will become a go-to favorite.

Kate Lord's 'Bright' New Styles

For Spring-Summer '18, the Kate Lord Essentials offerings will introduce new shirt styles, both sleeveless and short sleeved, in an array of bright colors including Dahlia, Persimmon, Surf and Freesia. The Space Dye pattern has carried over to women in both the Corinth sleeveless, Essex sleeved and Richford essentials skort. Pull-on knit skorts are a trendy selection as they provide ease and comfort on the course. The Royalton spandex jersey skort ties back in to the entire presentation with its watercolor print pulling in colors from throughout the line.

A complete selection of vests, half-zip and full-zip jackets complement the collection with the debut of the Newport woven front, fleece back vest and Charlotte jackets. AHEAD uses a perfect mix of light-weight fabrics for not only award-winning style but ultra-performance, comfort and ease of wear.

The company will be exhibiting its spring-summer AHEAD and Kate Lord 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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