



AHEAD's 2018 Summer-Fall Headwear Place Accent on Innovation

Bold New Styles, Fabrications to Debut Next Week at PGA Merchandise Show



NEON MESH BACK - Grey Cotton/Nylon blend front panels; Neon plastic mesh back panels; plastic snaps closure. Mid-Fit; Unisex. Available in 4 neon mesh colorways

NEW BEDFORD, Mass. (Jan. 18, 2018) – AHEAD's new line of headwear for Summer-Fall 2018 again will introduce styles and fabrications that are innovative for the golf industry, and the PGA Merchandise Show next week in Orlando, Fla., will mark their official debut.

According to Chuck Lord, Chief Creative Officer for AHEAD, new looks for Summer-Fall include the use of heathered performance fabrics that are popular in the robust athleisure marketplace. Other styles, he said, will utilize bright neon plastic mesh fabrics reminiscent of the '80s, a trend that is hot today in the resort and surf shops.

"We've also combined fabrications, textures and prints," Lord said. "Our latest Performance Mesh Back cap, available in 10 colorways, uses a water-resistant 'Aegis' fabric on the front two panels with a very hip, grey, military camo on the back panels. The camo fabric is bonded beneath a white performance mesh. Everyone picks that cap up when they first see it!"

Other new hats promising to be popular additions to the AHEAD headwear offerings are a Heather Cotton Cap, a mid-fit polyester/cotton blend that is available in seven heather colorways. Also, a Neon

Mesh Back hat features a grey cotton/nylon blend on the front panels with neon, plastic mesh back panels. The mid-fit, unisex cap debuts in four neon mesh colorways.

Lord said AHEAD's longtime customers have learned the right styles and colors mean little without the company's unparalleled decorative options.

"AHEAD was founded on alternative graphics and ornamentation techniques," he said. "With every new style we develop, we pair it up with decoration options that are perfect matches."

Lord continued that AHEAD's presence in other markets like resort and collegiate fuels the company's development of cap styles like no other company in the golf industry.

"We work with our resort and collegiate customers to stay on top of trends that are important to them," he said. "These styles work great for more fashion-forward golf regions like Southern California. They also are key for bigger accounts worldwide which have a broad headwear selection, and are looking for something different to help round out their assortment."

The new AHEAD Summer-Fall 2018 headwear, as well as its men's line, Kate Lord women's lines, and accessories, will be featured at the PGA Merchandise Show next Wednesday through Friday (Jan. 24-26) in exhibit booth 4757 at Orlando's Orange County Convention Center.

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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