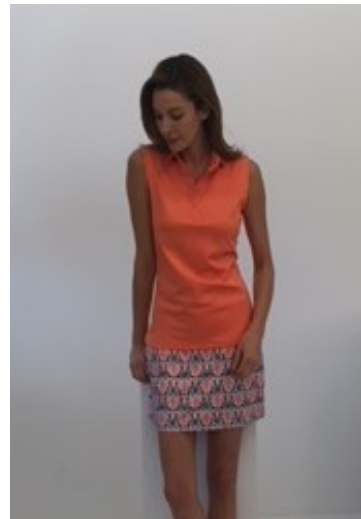




AHEAD Introduces Kate Lord Women's Line for Summer/Fall 2018

Fresh colors and trend-right styling highlight the season



NEW BEDFORD, Mass. (Jan. 11, 2018) – When AHEAD introduces its Kate Lord women's Summer/Fall 2018 line at the PGA Merchandise Show later this month, it will combine the best of the recent Spring collection with some fun colors and styles that are sure to dazzle on the course.

Periwinkle combines with surf in an attractive pairing that features a great watercolor print to tie the collection together. Surf was introduced in the spring as part of the Kate Lord Essentials and has proved to be an immediate hit. The Preston long sleeve features the print for the group and offers not only great performance but sun protection as well with an SPF of 50. For a sporty look the Newcastle ½ zip short sleeve features all colors of the group and updated design lines.

The second offering is anchored in a mod medallion print featuring a classic persimmon, true navy and white color combination, perfect for summer and into early fall. This collection offers fun, sporty pieces that make for a fun, preppy look on the course. An attractive persimmon half-zip second layer, the Savannah features print sides and coordinates perfectly the Seneca and Eden sleeveless or the Mariah short sleeve, which features the print on the placket. The print Vienna skort and solid Wayland skort offer a pull on elastic waistband for maximum comfort and style.

A great new addition to the Kate Lord Essentials is the Summerhill Half-Zip Feedstripe – arriving in dahlia, surf, and true navy. The Summerhill is a very athletic piece, marked by a great cover stitching and sporty thumbhole detail, making it perfect for on or off course.

“With comfort in mind we developed new Kate Lord Fall 2018 pieces that not only were trendy but sporty and made of fabrics and colors that fit nicely during the fall golf season,” said Jessica Georgenes, Marketing Coordinator, AHEAD. “Keeping the active woman interested in sporty, modern and easy-to-wear clothing in mind, we are featuring interchangeable pieces that can be worn both on and off the course.”

AHEAD’s Kate Lord Fall 2018 line, as well as its men’s line, headwear and accessories, will be featured in booth 4757 at the PGA Merchandise Show at Orlando’s Orange County Convention Center, Jan. 24-26.

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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