



AHEAD Spring '19 Apparel Line Accents Bright, Bold Colors

New Men's, Women's Kate Lord Collections will Debut at PGA Show in Las Vegas

NEW BEDFORD, Mass. (Aug. 3, 2018) – When viewing AHEAD's men's and women's apparel collections for Spring 2019, vibrant, colorful scenes come to mind - sailing regattas, ocean beaches and dramatic desert sunsets. Drawing on those inspirations, and with a focus on bright colors, the AHEAD (men's) and Kate Lord (women's) lines will be formally introduced at the PGA Fashion & Demo Experience in Las Vegas.

Three men's fashion group collections, each featuring a bold new color, are ideal for both on and off the course:

- The ocean tones of Amalfi (blue tone) and True Navy are paired with white for six new shirt styles and two outerwear pieces, including the *Norwich*, a popcorn-texture garment that will be as functional as attractive. The *Saratoga* midlayer/outerwear debuts with a ribbed cable texture and jersey fleece back, and comes in three colors: True Navy, Black, and Carbon Heather.
- Capri (green) and Lapis (blue), colors commonly linked with the beach and ocean, combine with white in a collection of six new shirt styles.

- The desert colors of Cayenne (terracotta) and Steel (grey) come together in an impressive new collection that will look especially sharp when paired with black or white slacks or shorts.

The *Campbell* windshirt promises to be a popular addition to the spring lineup and will perfectly complement any of the three new collections. Color options are Carbon/Black, Black/Carbon, and True Navy/Carbon.

AHEAD is not only introducing two t-shirt styles — *Game Day* and *Raglan* — but adding five colors to its popular *Instant Classic Crew Neck Tee* line: Maroon, Cactus, True Royal, Steel Blue, and White Fleck will join the existing eight colors to provide numerous options. *Game Day*, a football jersey type t-shirt, debuts in five colors; *Raglan*, a baseball jersey tee, comes in four colors.

“Our AHEAD and Kate Lord lines for Spring 2019 reflect that our awareness of current trends that drive the market,” said Scott Stone, National Sales Manager, AHEAD. “Plus, our customers know us well for our creative ornamentation techniques, and that continues to set us apart from the competition.”

For women, AHEAD’s Kate Lord brand offers an equally attractive array of new fashion styles and bright colors for Spring ’19. The two new color collections are Poppy and True Navy and Black and White.

Both collections feature new polos — including sleeveless options — midlayer/outerwear pieces, and floral-patterned skorts. The Black-White Collection will welcome a pop of color if so desired, and several of the new Spring ’19 colors, such as Azul, tie back nicely.

From the Kate Lord Essentials line, the *Chelsea* polo returns but with two bold new color options, Poppy and Azul. A white ground printed skort — the *Carmel* — is new and will pair nicely with any of the Essentials polo options.

A lightweight outerwear piece, the *Persia*, is an attractive addition for the spring. The printed, space-dye jacket is available in Raspberry, Black and White.

Finally, a new style of cotton and polyester baseball T-shirts will be unveiled in Navy, Pink, Smoke and White.

The company will be exhibiting its AHEAD and Kate Lord Spring ’19 lines, as well as all of its new headwear, beginning at 8:30 a.m. on Tuesday, Aug. 14 and Wednesday, Aug. 15 in booth 602 at the Las Vegas PGA Fashion & Demo Experience.

For more information on AHEAD, visit its website at www.Aheadweb.com, and via social media channels at @AheadUSA.

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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