



AHEAD Unveils Fall 2019 Apparel, Headwear Lineup

Company to Showcase New Offerings at PGA Merchandise Show



NEW BEDFORD, Mass. (Jan. 21, 2019) — [AHEAD](#) has announced its new men’s and women’s apparel and headwear offerings for Fall 2019, featuring a fashion-forward lineup to wear on the golf course, as well as an array of casual lifestyle clothing options.

For its men’s apparel line, AHEAD is introducing a brand-new color, Concord, poised to seize upon the trend of purple as one of the season’s hotter colors, according to Chuck Lord, chief creative officer, AHEAD. Concord will be prominently displayed as part of new polo and outerwear offerings, and also will be paired with popular existing colors, True Navy and Carbon, to create what Lord termed “several striking combinations that will hold appeal for a variety of ages and tastes.”

The company enjoyed considerable success with its Amalfi/Steel collection and for Fall ’19 has added a Flame accent to provide additional pop. This orange accent will be added to both the polo and pullover.

Concord also will be featured in the AHEAD Essentials men’s collection for Fall ’19 — first as a solid in the Fairway Performance polo, and second as part of the lineup of its “feedstripe” shirts.

Amalfi/Steel and True Navy/Concord are two new color combinations being added to the collection’s half-zip knit pullover line, while new collar stitching has been added to the entire line of eight colors.

Other new Essentials offerings include the Herringbone Print Quarter-Zip Pullover and the Hybrid Quarter-Zip Pullover. According to Lord, AHEAD has received considerable buzz with its pullovers over the past several seasons and the company expects the new fashion-forward herringbone print options to be met with similar approval.

Kate Lord

AHEAD's Kate Lord women's line is introducing two bright new, trending colors for Fall '19. In one stylish collection, Nectarine is paired with existing Raspberry as well as black to create attractive polo, skort and outerwear options.

Daffodil debuts in the other new collection and is paired with Surf and True Navy to give women several sporty options. Azul adds another coordinating color for sleeveless polos and pullovers. Kate Lord also will be offering two diamond-print skorts that incorporate all the colors from their respective collection.

Kate Lord also will be introducing a Reverse Heather Fleece in three colors: Charcoal, True Navy and Petal.

Lord said the company continues to pride itself on its innovative, eye-catching ornamentation techniques that consistently achieve new heights in popularity on its apparel options. "We're again very graphic-driven for Fall 2019 and when it comes to our ornamentation techniques, nobody does it better than AHEAD."

Headwear

Long known for its innovative and popular headwear, AHEAD will be introducing its first-ever women's brimmed sun hat for Fall '19. Designed with a high-end Taslon fabrication, the *Tiffany* hat is moisture wicking with UPF sun protection and also features a ponytail holder in the back. Also set to debut is a new cap that is made of performance nylon and uses the actual fabric from the Fall '19 Kate Lord fashion collection to adorn the visor lip and back closure strap. The *Zoey* will debut in three colors — Daffodil, Raspberry, and Surf.

New headwear options for men include the *Cameron*, a new take on AHEAD's current "Cotton Linen Snap Back" cotton-linen mesh back cap. Lord said the company enjoyed such positive feedback on the cap, it decided to create a "solid" version of that cap. It will be introduced in two colors: Navy and Carbon linen. The *Jordan*, a textured performance fabric cap, will make its debut in eight colors. The nylon fabrication is moisture wicking, breathable, and lightweight.

The new Fall 2019 AHEAD men's lines, Kate Lord women's lines, headwear, and accessories, all will be featured at the PGA Merchandise Show Jan. 23-25 in exhibit booth 4757 at the Orange County Convention Center in Orlando, Fla.

At its booth, AHEAD will be giving away a limited number of special bottle openers celebrating the 20th anniversary of AHEAD's partnership with golf legend Jack Nicklaus. AHEAD will have one of its engraving machines operating in the booth and will engrave each recipient's name on the bottle opener. In spring 2018, AHEAD renewed its relationship with Nicklaus to continue representing the company's headwear.

For more information about AHEAD, visit aheadweb.com. To access the company's online shop page, visit aheadusashop.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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