



AHEAD to Introduce Robust Spring 2020 Headwear Collection

Trendy new men's, women's hats to be unveiled in Vegas at PGA Fashion & Demo Experience



NEW BEDFORD, Mass. (July 25, 2019) — As the golf headwear industry begins to embrace influences from other markets, [AHEAD](#)'s Spring 2020 lineup will reflect some of the trend-setting changes, according to Chuck Lord, the company's COO and Chief Creative Officer. AHEAD's robust Spring 2020 headwear collection will debut at the 2019 PGA Fashion & Demo Experience, Aug. 13-14, at The Venetian Hotel in Las Vegas.

"With more than 20 years of leadership in the golf headwear business, we are excited about some of the trends we are seeing in the industry," Lord said. "We are seeing, for example, a shift to embrace everything from the Southern California lifestyle, with a surf-like look, to the European market, with a lot of stripes and bold new colors. Our lineup for Spring 2020 is a response to the intrigue the industry is showing for these styles."

While adopting new design trends and inspirations, Lord stressed AHEAD isn't straying from many of the classic, signature styles that have made the company's headwear offerings so popular over the years. He cited AHEAD's unparalleled attention to detail, first-class fabrics, inspired offerings, industry-leading alternative graphics, and innovation ornamentation techniques as reasons why the company continues to evolve and grow in popularity.

AHEAD's new Matrix hat (pictured above) combines a modern surf look — think Southern California — with a performance fabric making for a perfect fit and smart appearance. The Matrix marks AHEAD's first-ever laser-etched cap and it debuts in eight colors, including Cozumel blue and Crimson red. "We are confident the market will respond enthusiastically to the laser-etched style," Lord said, "and it's the ideal opportunity to use our proprietary SonicWeld technique to add some pop to the cap's logo."

Other new headwear styles for Spring 2020 include:

- The Colonial, a flat-brim rope cap available in five classic color combinations. This "throwback" offering has returned hip and trendy, and AHEAD is betting it will be a hit with the younger demographic;
- The Peak, a tone-lasered panel cap is great from a performance aspect but its eye-candy appeal is hard to ignore;
- The Van Gogh, a performance heather mesh back cap brings different textures together for an attractive look in three color combinations; and
- The Skipper, a bucket hat that has been particularly embraced in the resort industry. The relaxed cotton twill hat debuts in five colors.

The men's Spring 2020 collection also includes an impressive array of new fitted caps, fleeces and visors, all hinting at a classic past with modern upgrades and performance benefits. The digital print toque Hombre, with its super-soft yarn knit shell, boasts a fashion-forward, futuristic look sure to draw in any trendsetter.

For women, the Kate Lord offerings focus on a color palette that is timeless and in high demand. The new Maddie textured poly hat with a fashion-forward custom woven closure strap is feminine yet sporty. The Tiffany sun hat, with a ponytail hole, continues to be a popular pick as sun protection never goes out of style.

"Every few years, we go through a big revamp with creating a new collection of hats and Spring 2020 may go down as our most significant one yet," Lord said. "A great deal of the credit goes to Tabatha Francisco, our headwear buyer, who understands the influences of the marketplace and how to keep us cutting edge as we respond early to the latest industry trends."

The new Spring 2020 headwear, AHEAD men's lines, Kate Lord women's lines, and accessories, all will be featured at the 2019 PGA Fashion & Demo Experience in exhibit booth 602.

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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