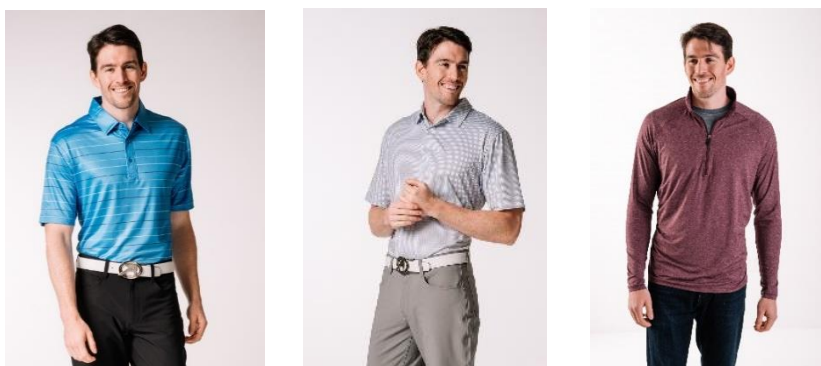




AHEAD to Unveil Spring 2020 Men's Apparel Lineup

New Offerings will be Introduced at PGA Fashion & Demo Experience, Aug. 13-14



NEW BEDFORD, Mass. (July 9, 2019) — With the unveiling of its new men's offerings for Spring 2020, [AHEAD](#) introduces attractive and vibrant color combinations, all with a modern, fresh and sophisticated look. The apparel will formally debut at the 2019 PGA Fashion & Demo Experience, Aug. 13-14, at The Venetian Hotel in Las Vegas.

"Our customers have come to rely on us for sellable colors that continue to be proven success stories both for merchandising and retail, and the Spring 2020 apparel lines are exceptional," said Anne Broholm, CEO, AHEAD. "Micro patterns and heathers continue to be strong sellers, and in response to demand, we are showcasing more mid-layers."

Three new polo fashion groups debut for Spring 2020, each featuring four styles:

- **Red, True Navy, Carbon.** Perfect for Fourth of July, next year's Ryder Cup, or most anytime, this group incorporates a timeless color combination, modernized with a hint of carbon grey. The Reserve style boasts a true navy body with red, white and blue stripes. Accompanying these polos is a strong lineup of overknits and outerwear, all providing perfect backgrounds for AHEAD's innovative logo ornamentation options.
- **Fairway, Steel, Buzz.** Grounded in steel and fairway green, the hints of buzz (yellow) provide an athletic twist and add visual interest. The Reserve style comes with a strong runner stripe reinterpreted with a steel ground and accented with buzz and fairway stripes.
- **Denim, Carbon.** An extremely wearable combination with universal appeal, this group reimagines blue with a perfect mid-shade called denim. The Reserve style features a denim body with carbon, white and black stripes.

The men's **Essentials** collection debuts two fashionable polos, including Hyannis, a cotton/poly blend with a luxurious feel and sure to be a go-to pick. The Hyannis will come in four colors: fairway, denim, white and tropicana.

Timely for the spring season, AHEAD also introduces three new mid-layers, including the Luxe, which is a half-zip, double-knit pullover in three color combinations: denim/black, carbon/black, and carbon/white. The Luxe, with great detail inside and out, is polished enough to go from on-course to après golf. A new Shoreline lightweight zip hoodie also debuts in four colors.

The new Spring 2020 AHEAD men's lines, Kate Lord women's lines, headwear, and accessories, 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 nearly 25 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. Jim Furyk is among the active professional golfers who wear AHEAD gear on the course; golf legends Jack Nicklaus and Annika Sorenstam also wear AHEAD exclusively.

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