



AHEAD's Kate Lord Unveils Spring 2020 Women's Apparel Lineup

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



NEW BEDFORD, Mass. (July 11, 2019) — Kate Lord's Spring 2020 collection is the 'strongest ever,' according to AHEAD CEO Anne Broholm. Kate Lord women's apparel from [AHEAD](#) is debuting two stylish fashion groups with an array of pieces designed for on- and off-course activities. The first peek at the full collection will be at the 2019 PGA Fashion & Demo Experience, Aug. 13-14, at The Venetian Hotel in Las Vegas.

Heathers will make a strong return in Kate Lord's Spring 2020 offerings. The two new groups include polos, skorts, and a quarter-zip pullover.

- **Scarlet, White, True Navy.** Whether trying to be patriotic or seeking a classic color palette, the Scarlet-White-True Navy combination is bold. The color group features sleeveless and short-sleeve polos, multi-dot and gingham skorts — including the Hillcrest, a timeless print for everyday wear— and the Jennings quarter-zip pullover with gingham panels.

- **Iris, Ballet, True Navy.** This soft, feminine palette rocks a modern, edgy twist with a strong watercolor pattern. The Lorna short-sleeve side panel print features a sleek neck line with pattern-coordinating side panels.

Three new mid-layer styles are part of the line: Melissa, a full-zip mesh accent jacket; Flow, a half-zip heather pullover; and Jessica, a full-zip stripe accent jacket. The Jessica promises to be a best seller,

Broholm predicts, as it is reinvented from Kate Lord's popular Meghan quarter-zip with internal stripe accents.

Broholm also holds high hopes for two new pieces: the Coastal full-zip lightweight stretch woven jacket, and the Monterey funnel neck fleece pullover. The Coastal jacket provides a flattering feminine silhouette with luxurious material perfect for any golfer, and will debut in white, navy and black. The Monterey fleece will be available in grapefruit, navy and white.

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

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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