



## AHEAD Unveils Fall 2020 Apparel Offering

*In 25<sup>th</sup> Anniversary Year, Company Continues to Innovate*



**NEW BEDFORD, Mass. (Jan. 14, 2020)** — [AHEAD](#), which celebrates its 25<sup>th</sup> anniversary in 2020, continues to respond to the latest trends in golf apparel as the company introduces two new men's offerings featuring Denim (blue) and Port (deep burgundy) as prominent colors driving its Fall 2020 lineup. The men's collection will be formally unveiled at the PGA Merchandise Show, Jan. 21-24, in Orlando.

Denim blue will be paired with a pop of Tropicana Orange and True Navy to form an attractive collection that will be featured in several Fall 2020 AHEAD fashion polo and outerwear options. The second collection incorporating Port, Carbon, and Steel features dark red as the primary color and is testimony to the buzz it's receiving as one of 2020's hottest hues.

Within the new offerings AHEAD taps into wearable trends including mini prints – featured in the Mariner and Carson polos. Each collection also incorporates the use of heathered tones via the expansion of colors in the Contender polo, a versatile heather polo that boasts a luxurious, lightweight feel and is also an anchor piece in the essentials offering.

Known for its always strong outerwear, the new Summer/Fall 2020 items do not disappoint. The Gateview quarter zip incorporates a micro stripe and is offered in three colors. The new Hutchins vest utilizes a heathered poly/spandex blend to provide comfort and stability for both on course and off.

“We continue to drive momentum with our approachable styling and colors that offer unparalleled quality and value to our customers,” said Scott Stone, AHEAD National Sales Manager. “These products, coupled with our innovative decoration techniques, help create well-merchandised offerings for all sizes and types of facilities.”

The AHEAD Men’s Essentials line, with polos plus quarter-zip pullovers and vests, also will incorporate these color combinations and new styles for Summer/Fall 2020. Notably, the Marathon feedstripe, self-collar polo will debut in three new colors (Denim/Tropicana, Port/Steel, and Carbon/Black).

The new Summer/Fall 2020 AHEAD men’s lines, Kate Lord women’s lines, headwear, and accessories, all will be featured at the PGA Merchandise Show in exhibit booth 5555 at the Orange County Convention Center.

For more information about AHEAD, visit [aheadweb.com](http://aheadweb.com). To access the company’s online shop page, visit [aheadusashop.com](http://aheadusashop.com).

**About AHEAD** | [www.aheadweb.com](http://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. Numerous active professional golfers including Jim Furyk wear AHEAD gear on the course and legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively.

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