



AHEAD's Kate Lord Line Unveils Fall 2020 Apparel Lineup

Two Distinct New Collections Highlight New Season Offerings



NEW BEDFORD, Mass. (January 16, 2020) — On the heels of its successful Spring 2020 season, [AHEAD](#) is introducing two bold new offerings for its Fall 2020 Kate Lord apparel lineup. The complete women's line will be formally unveiled at the 2020 PGA Merchandise Show, Jan. 21-24, in Orlando.

Two distinctly different collections will debut and Kate Lord customers will have an array of apparel options available, including sleeveless and short-sleeve polos, quarter-zip pullovers, and printed and solid skorts.

The Iris and Limelight offering pairs Iris with a pop of Limelight, a bright yet wearable yellow. The modern pattern anchoring the collection is featured in the Prentiss skort, which coordinates back to several polo options – both short sleeve and sleeveless. The Grace short sleeve features a convertible collar and sporty contrast side piecing. For a more conservative look The Paloma sleeveless incorporates the print with a traditional collar and a hit of Iris at the armhole. Both looks can be topped off with either the Kendall full zip jacket which has sleeve detailing perfect for logo treatments or the Cypress pullover, an ideal weight for chilly mornings on the course.

The Poppy, White, and Black group utilizes hits of always fashionable leopard print in a fresh combination of black and grey. The group is popped with a feminine red called Poppy. Women who love all-over animal print will pair the Diana skort with the Tabitha short sleeve for a sophisticated look.

Other polos include the sporty Allison (short sleeve) and Rebecca (sleeveless) that feature more subtle hits of the pattern.

Two new casual wear pieces expand on the success of key item lifestyle pieces of the past several seasons. Utilizing a poly/rayon/spandex blend the Bellaire heathered long sleeve pullover in carbon and true navy is the perfect casual layering piece. The Aspen features heathered stripes in Iris/Pearl, Ballet/Navy, and Pearl/Navy combinations. Both styles are sure to be go-to pieces for casual yet polished comfort.

The season also will see the debut of a new midlayer style — a full-zip colorblock knit jacket that will be available in three color combinations: Black/White/Carbon, True Navy/White/Poppy, and Iris/White/True Navy. The attractive jackets promise to be a favorite on and off the course.

“On the heels of the success we’ve had with Kate Lord the past several seasons, we are excited to launch our Summer/Fall 2020 collection,” said Scott Stone, National Sales Manager, Golf. “Our Kate Lord styling is perfect for the customer who wants great, easy-to-wear pieces for both on and off the course.”

The new Fall 2020 Kate Lord women’s lines, AHEAD men’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. 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. Numerous professional golfers wear AHEAD gear on the course including Jim Furyk. Golf legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively.

###

Media Contact:

Karen Moraghan

Hunter Public Relations

kmoraghan@hunter-pr.com

908/963-6013