

royal albartross

LONDON

Royal Albartross Celebrates Year's First Major With A Masterly New Shoe
*"The Driver 63" Commemorates Record Rounds By Combining High Fashion and Performance
On And Off The Course*



London, United Kingdom (March 3, 2020) - Royal Albartross—the premium golf and lifestyle brand specializing in shoes and accessories handmade of the world’s finest leathers—is kicking off golf’s major-championship season with an elegant Masters-inspired shoe. Pre-sale starts this Friday, March 6 on the Royal Albartross web site, www.royalalbartross.com.

Called “The Driver 63” in honor of the lowest-ever single-round score at Augusta National Golf Club (shared by Nick Price in 1986 and Greg Norman in 1996), the new shoe is designed to bring both style and performance whether playing a round yourself or walking around at work or home. Each Driver 63 is handmade in Portugal of luxurious dark-green Italian leather and suede uppers, with yellow and gold accents, a soft, breathable leather lining, and a lightweight Apex sole.

The suggested retail price is \$249 and the shoe is available in a limited edition of 200.

“Excellence has a number – and it’s 63,” said Alex Bartholomew, Founder, CEO and Head Designer of Royal Albartross. “We've created this casual-meets-classic, special edition Driver 63 golf shoe to celebrate the course record at what is, to many, the most iconic major in the golf world.”

On the course, the lightweight, hybrid construction of Driver 63 provides exceptional comfort enhanced by a cushioning insole made of shock-absorbing foam. The Apex sole is designed for traction and support in all directions, no matter how you swing. Those same characteristics

make it an outstanding choice off the course, as well, aided by a spacious toe box and an outsole made of extra-durable thermoplastic and polymer materials that stand up to the demands of everyday life.

For additional information, access www.albartross.com.

#

About Royal Albartross

Royal Albartross is a premium golf and lifestyle brand, with products handmade by master craftsmen in the heart of the shoe-making regions of both Italy and Portugal. The company employs the most skilled artisans – who use techniques that have been passed down from generation to generation – and has perfected a manufacturing lifecycle that balances product lead times with luxury that is worth the wait. What sets Royal Albartross apart is its selection of superior materials and component combinations. The company offers golfers unique and luxurious products that transcend easily from golf to life. www.albartross.com

Media Contacts:

Karen Moraghan

Hunter Public Relations-East

908/963-6013 kmoraghan@hunter-pr.com

or

Kristen Hunter

Hunter Public Relations-West

831/375-1747 khunter@hunter-pr.com