

royal albartross

LONDON



The Strider Miami (at left), The Saxon Claret

NEW ROYAL ALBARTROSS 2020 FOOTWEAR OFFERINGS FOR MEN Expanded Style and Color Options Bring Excitement To The Course; Perfect Timing For Father's Day Gift Giving

London, England (May 14, 2020) – Royal Albartross—the bespoke, London-based luxury goods company—has unveiled its new men's footwear collections for 2020, featuring a bold expansion of its men's leather golf shoe line and the unveiling of new canvas golf shoes.

The Strider (left above; suggested retail price \$259) combines the highest quality Italian leather and suede uppers with anti-bacterial-treated canvas. The soft, natural-calf-leather lining and an air cushion sole offer multi-directional traction and heel cup support. The Strider is handmade in Portugal and comes in tri-color patterns: Strider Storm (turquoise, black and cream), Strider Miami (shown above), and Strider Monochrome (black and greys). Each pair comes with two different colors of shoelaces.

The Saxon (right above; suggested retail price: \$299) is made of Italian textured leather and suede uppers with a soft, breathable lining. The outsole is a lightweight VIBRAM® Pro with an anatomically shaped inlay sole and lightweight cushioning foam. Handmade in Italy, The Saxon is available in three colors: white, black, and claret (pictured above), accented with the iconic Royal Albartross racing stripes.

“Both of these shoes were created from our customers feedback,” said Alex Bartholomew, CEO and Founder. “Comfort and cushioning are critically important in a sneaker-style shoe, but we wanted to improve the fit, making it a little narrower in the back and roomier in the toe bed so the shoes literally hug the feet. The Strider and The Saxon feel great and offer incredible support during the swing, when walking the course, and striding off the course, as well.”

Royal Albartross sets itself apart from other manufacturers by the combination of superior materials, components, and classic design. Its sourcing team travels the world for the highest quality leathers from the most reputable tanneries. Then it takes weeks of precise hand-craftsmanship to create each Royal Albartross product. The quality is well worth the wait.

The 2020 men's and women's collections are scheduled to ship next month. Wholesale accounts may reach out to usoperations@royalalbartross.com. For additional information or to place an order, access the web site at www.us.albartross.com.

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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

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Media Note: Additional images are available upon request.