



AHEAD Launches Spring-Summer '21 Apparel Collection
Abbreviated Lineup Complements Fall 2020 Offerings



NEW BEDFORD, Mass. (July 15, 2020) — [AHEAD](#) is launching a limited Spring-Summer 2021 apparel lineup with new offerings designed to complement the Fall 2020 apparel collection.

“With customers across the country planning differently in these unprecedented times, our goal was to offer a manageable collection to provide some newness at the margin driving prices for which we are known,” said Scott Stone, National Sales Manager for AHEAD, which celebrates its 25th anniversary this year. These collections will be available to shops early next year for transitional business in the sunbelt and for early spring re-openings in more seasonal regions.

Two new AHEAD men’s collections combine saleable stripes and mini-prints, in addition to novelty items and strong color pairings:

- The *Neptune/Buzz/True Navy* grouping anchors in traditional navy while incorporating a more upbeat Neptune blue and a pop of vibrant yellow, appropriately named Buzz. The Aspen variegated stripe is a cornerstone piece of the grouping, incorporating all colors translated into a gorgeous stripe. The Cerveza

print whimsically taps into the trend of mini prints that read as an all-over pattern. Apropos to its name, a closer inspection reveals various beer-themed items.

- The *Coral Reef/Carbon/True Navy* men's grouping is a fresh take on an Americana look and feel. A wearable Coral is offset by Carbon and Navy and the Crawford stripe incorporates heathered versions of these colors. The Angler conversational print polo provides a fun, fishing-themed addition.

Accenting the two new collections are several new key essentials, including AHEAD's best-selling Contender. The polo gets its luxurious hand from the poly/Tencel/Spandex heathered blend and is offered in Neptune, Buzz and Coral. AHEAD is well known for its casual wear, too, and the new Brookside French terry pullover of 90 percent cotton-10 percent polyester comes in five colors. "It's casual enough to wear to a game," Stone said, "but also perfect for the clubhouse."

A key new outerwear item, with a poly/Spandex blend, is the Delta lightweight full zip. Perfect for on and off course, this full zip complements the color groupings. While today's wardrobes are largely from the "keyboard up," Stone says that the new Fleming shorts are "perfect for those days when you can slip out of the office and hit the links." A poly/cotton/Spandex lightweight blend, featuring a 10-inch inseam, gives this Carbon-colored short a polished look without sacrificing comfort.

The Kate Lord women's line debuts a striking new color combination — *Passion Limelight & White*. The collection ushers in two new polo styles (Quinn and Aubrey), two new sleeveless shirts (Sophia and Raymer), two skorts (Quintessential and Savannah), and a fashionable new outerwear garment (Juliana).

"The collection is ideal for spring and summer wear, with a very contemporary feel," said Anne Broholm, CEO, AHEAD. "Typically for Spring-Summer we would release two new collections for women but are confident the Passion Limelight & White collection will resonate with our loyal Kate Lord customers."

Broholm added that a new polyester-Spandex sun protection piece, the Idalia, is being introduced for Spring-Summer. Lightweight and breathable, with mesh underarms and UPF 50+, the Idalia comes in three prints and will be a must-have item to pair with the new collection. The Loveland polyester camo full-zip hoodie also will make its stylish debut, in both Blush and Fog colors.

AHEAD's new online presentation allows customers to view both men's and women's lines virtually with their rep or at their leisure. To access the digital presentation, visit your personal My Ahead Page or contact a sales representative.

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 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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