



AHEAD's Summer/Fall '18 Men's Apparel to Debut at PGA Merchandise Show

Fresh new colors, versatile outerwear options highlight offerings

NEW BEDFORD, Mass. (Jan. 9, 2018) – Attractive new color palettes, plus a broad assortment of new mid-weight and outerwear garments that are perfect fit for any occasion, will headline AHEAD's Fall 2018 men's line, which will be formally introduced at the PGA Merchandise Show, Jan. 24-26, in Orlando, Fla.

Two color groups will debut featuring distinctive, well merchandised offerings. The Sky High Collection is a combination of aloe and lapis with a Niagara accent which provides a perfect transitional group for late summer wearing as well as deep into fall. The Arcadia polo boasts a water-color impressionistic accent, artfully integrating the group's color palette of lapis and aloe. The Babylon polo features an updated silhouette with a slub texture at the bottom and solid, sporty stripe across the chest.

Sangria may be well known in wine circles but the deep red color is becoming increasingly popular in apparel. AHEAD has seized on the trend to include sangria as the prime color in the second color grouping, Gen-u-wine, pairing it with carbon and black. The combination provides for the perfect transitional grouping. Highlighting the offering is the Portland, which incorporates all colors and is designed to offer optimal logo opportunities.

Each group offers coordinating quarter, half- and full-zip outerwear apparel, further broadening the offering for the golf course, at work, or after hours.

AHEAD's Basic Essentials line for Summer/Fall '18 is receiving a sophisticated update with the introduction of the Sullivan Half-Zip Twill Double Dye Fleece Pullover, as well as the Eastwood Mid-Layer Heather Stripe Pullover. The Eastwood will be available in: carbon/steel, black/carbon, and true navy/carbon. The Sullivan will debut in three colors: true navy, steel and oatmeal heather.

Additional new men's items for Summer/ Fall '18 include:

The Spinnaker Heather Stripe ¼ zip pullover, which comes in charcoal, syrah, and sailor, features raglan sleeve detail and offers a great go to weight for fall.

The Forecastle Reactive Dye T-Shirt has a soft garment washed hand-feel and is finished with subtle but inspired details, such as stitching on the hem line. It arrives in six colors: dark pomegranate, cantaloupe, sterling, olive, coal, and white.

"Not only are we introducing some stunning new color offerings across some great new styles, but we're continuing to reinforce how our pieces are appropriate for wearing in a variety of settings," said Scott Stone, National Sales Manager, AHEAD. "And true to AHEAD's heritage, the focus for Summer/ Fall 2018 is on styles that offer the best platform for our renowned decoration capabilities."

The new AHEAD Fall 2018 men's line, as well as its Kate Lord women's lines, headwear and accessories, will be featured in booth 4757 at the PGA Merchandise Show at Orlando's Orange County Convention Center.

For more information on AHEAD, visit www.Aheadweb.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. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk and Brittany Lincicome. Golf legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively.

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