

HEAD Expands Into Golf Apparel

*A Stunning Fusion of Style, Performance, and Sustainability
Available for Pre-Order January 2025*



New York, NY – December 10, 2024: HEAD, the global leader in premium sportswear and equipment, is stepping onto the golf course adding golf to their growing sports portfolio and unveiling its first collection for both men and women. Designed for the modern golfer who demands performance, style, and versatility, the collection blends cutting-edge fabrics, sleek designs, and the spirit of adventure.

Inspired by the breathtaking desert golf courses of Arizona, HEAD's new collection captures the dramatic beauty of the Southwest, translating it into high-performance gear that combines technology with a refined aesthetic. The range evokes the natural elegance of desert landscapes while offering unparalleled comfort and innovation—perfect for the golfer who thrives both on and off the course and crafted from moisture-wicking materials, these fabrics keep you dry, comfortable, and stylish from the first tee to the 18th hole.

Innovation Meets Performance

Every piece in the HEAD Golf Collection is engineered with performance in mind, using advanced fabric technologies designed to elevate players' games. Offering various capsules to suit every style and support performance, from the first drive to the last putt.

- **Breathe Easy:** Feather-light materials and strategically placed ventilation systems keep you cool and comfortable, no matter the conditions.
- **Stay Cool:** HEAD's proprietary Coolmax and Sorona blend creates a moisture-wicking, temperature-regulating fabric that offers 50+ UV protection for all-day comfort under the sun.
- **Heritage Knit:** Featuring the pointelle knit collection, blending classic and contemporary style inspired by Western culture and vintage aesthetic. Crafted from quick-dry yarn, these designs blend functionality with a unique aesthetic.
- **Power Stretch:** Engineered fabric group for advanced performance on the course the ultra-stretchable fabrics provide maximum flexibility, allowing for a full range of motion with every swing.
- **Golf On The Go:** The Golf Traveler collection is inspired by the adventurous spirit of golfers who traverse courses from state to state and country to country and marries the spirit of exploration with stylish aesthetics.
- **Vintage Lovers:** Honoring the sports heritage, the innovative stripe pattern combines advanced jacquard techniques with single jersey, eyelet, and pique fabrics to create a modern twist on classic golf wear.

Ka Ho Kam, Creative Director at HEAD said, "We're thrilled to bring HEAD's innovation to the golf world. This collection isn't just about what you wear on the course—it's about a lifestyle. We wanted to create pieces that seamlessly transition from office to fairway, blending performance with style. It's about capturing the essence of golf itself— in a new era in golf apparel that blends functionality with fashion. This collection is unlike any styles previously seen on the course and it's crafted for everyone from beginner to extreme, there is something to suit your needs."

Sustainability at the Core

HEAD's commitment to sustainability is woven into every aspect of the collection. From recycled yarns to bio-based dyeing processes and FSC-certified packaging, HEAD ensures that every piece is produced with environmental responsibility in mind—delivering premium, eco-friendly products without compromising performance.

The new Summer-Fall collection is a celebration of golf's rich heritage, seamlessly blending vintage aesthetics with modern design. Featuring a carefully curated selection of innovative fabrics that prioritize functionality, each piece is crafted for comfort and performance. Designed for golfers worldwide, this collection embodies the spirit of travel and exploration, allowing players to look stylish and feel confident on and off the course. Experience the perfect fusion of tradition and contemporary flair as you embark on your golfing adventures.



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Pre-Order Now for a Summer 2025 Launch

Golfers and fashion-forward athletes can be the first to experience the collection with pre-orders opening now. The full HEAD Golf Capsule Collection will officially launch in June 2025, just in time for the summer season.

About HEAD

Founded in 1950, HEAD is a leader in high-performance sportswear and equipment. With a strong focus on innovation, quality, and sustainability, HEAD continues to redefine the boundaries of performance in sports, from tennis to skiing and, now, golf.

For more information, to pre-order, or to learn more about the collection, visit [HEAD GOLF's official website](#).

Instagram: @head_golf | Youtube: @HEAD_GOLF

Email: info@hele-golf.com

Press Contacts

PURPLE USA, headteam@purplepr.com