



## Press Release

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### *Descente & Momentum adding the Golf collection to their Distribution Agreement.*

01.12.2024



Descente Ltd and Momentum Distribution Inc. are pleased to announce the extension of their agreement, adding the Descente Golf collection for North America.

Momentum Distribution Inc, the distributor of Descente ski clothing since 2019, is the new North American distributor of the Descente Golf collection.

By expanding the Descente brand of their newly launched line of golf wear and catering to local demand by creating and distributing relevant products, the brand aims to strengthen its market competitiveness as a global sportswear brand.

Descente currently sponsors a host of top athletes as brand ambassadors including Danielle Kang an American professional golfer currently playing on the LPGA Tour. As an amateur, she won the U.S. Women's Amateur twice, in 2010 and 2011. She won the 2017 KPMG Women's PGA Championship, an LPGA major.

And most recently, in January 2024, Xander Schauffele, the Tokyo Olympics men's golf gold medalist, was welcomed as a new member of Team Descente.

Schauffele, currently second in the 2024 world rankings and winner of 2 major titles, the 2024 PGA Championship, and the 2024 Open Championship, has agreed to a multi-year contract for golf and training clothing under the Descente brand.

Momentum has taken over distribution on June 1, 2024, with the launch of the Spring 2025 season. Momentum will stock Descente Golf products in both of its Canadian and USA warehouses, so dealers can get quick delivery wherever the product is needed most.



 **momentum**

Claude Roy, Momentum CEO, says: “We are extremely proud and honored that Descente once again trusts the Momentum Distribution team for the expansion of a new product category in North America. With this additional partnership, Momentum and Descente position themselves as strong and stable partners with a shared vision for the future.”



Over the years, Descente has always been recognized as an iconic brand within the ski community but also within the golf industry.

The product line has always been recognized as best in class by the most demanding enthusiasts in the sports. Momentum intends to partner and work closely with pro shops and retailers towards growing the Descente’s Golf Apparel business in North America within the Descente global philosophy and strategies in pursuing a high-end performance golf positioning with exceptional design and qualities.

Dealers with questions can contact Momentum customer service at [descente@momentumd.com](mailto:descente@momentumd.com).

Momentum is currently recruiting to complete its sales force in the United States. You can contact Brand Manager Isabelle Deneault if you are interested in this opportunity. [ideneault@momentumd.com](mailto:ideneault@momentumd.com)

### **About Descente**

Founded in 1935, Descente Ltd. is a global supplier of innovative high-performance winter sports outerwear, athletic sporting apparel, and footwear. Throughout its 90-year history Descente is best known for its innovative, ‘never before seen’ approach to product ideas and solutions often in joint development with leading athletes. Our vision evolves around craftsmanship, pursuing functional beauty and technical superiority to create a global sportswear brand with unparalleled design and manufacturing quality.

### **About Momentum**

For 25 years, Momentum Distribution Inc. has been at the forefront of many successful brand stories in the Canadian sporting goods market. Among others, Vans, Pearl Izumi, Toad & Co, Arena and Odlo have all emerged as market leading and successful brands within their categories through the leadership of the Momentum Distribution entrepreneur spirit driven management team. [www.momentumd.com](http://www.momentumd.com)