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Golf Fashion Trends Spring / Summer 2009

Inspiration & Philosophy

Relaxed etiquettes as well as the endorsement of golf-playing actors, sports personalities, and models generated a lot of popularity for the green sport and turned it into a generation-overlapping leisure activity. Nevertheless, or because of this, a new seriousness has come into play when it comes to golf fashions. It is defined by a distinct demand for performance with technical materials and even more function. The attitude emphasizes that golf is a performance sport, and not just a fun game of skills.

Another tendency observed is the return to tradition, reflected in the use of retro and emphasized luxury aspects. Golf is defined as an antidote to daily stress and deserves celebration. Influences from the 1930s, the birth era of leisure fashions, play a particular role.

Intentional neglect of etiquette and the insignia of the more boisterous golfer, such as military styles and conspicuous prints are a thing of the past.

Cuts/Shapes/Materials

Ultra-thin and –light blousons with high cuffs, e.g. made of acrylic-reinforced nylon-polyester mix, dominate the jacket segment. New are so-called paper touch weaves made of silicon-infused cotton, which catch the eye due to their matte shine. In comparison to last season, shapes are becoming more body-hugging, yet continue to provide the required freedom of motion. Flat-front trousers and chinos are refreshed with the help of compact, yet lightweight weaves. Classic shapes and materials are used to create 1920 and 1930 era-style silhouettes, finding their way from the catwalk to the world's golf courses. Cotton pleat-front trousers, cable-knit

sweaters and vests, combined with golf cap and gaiters, and fine wool qualities reflect a casual chic creating a traditional, yet modern look.

Colors/Patterns

“Colorful, yet not multi-colored” is the motto for the upcoming golf summer. Bright colors such as signal red, apple green, or sulfur yellow over large areas are even more dominant in ladies’ golf fashions. Men’s apparel sports refracted, elegant hues and pastels such as rust, light green, or dolphin grey. The prevailing patterns include muted Glenchecks, Vichys, or diamond checks.

The latest trends will be presented at GOLF EUROPE 2008, the 16th International Golf Sports Trade Show, from October 5th to 7th, 2008 in Munich.