

SWEET STUFF



The popular Siena golf bag is tailored for the sophisticated lady golfer who is looking for both fashion and function in a golf bag. The high quality bag has a richly woven pattern accented with premium materials and hardware. The cart bag features a 10-inch, six-way fully-padded Nubuck top with full-length dividers, eight functional pockets, including a valuables pocket and an oversized ball pocket.

The cart bag is made of premium material and rich woven fabric with a overall weight of only 7.5 pounds. Each golf bag includes matching headcovers and is available

in six styles - black/blue, brown/pink, brown/brown, black/red, black,cream and black/charcoal for a suggested retail of \$279.95.

Etonic has added to its 2011-12 line the Difference golf shoe for men. The Difference features an athletic-inspired design and the latest advancements in footwear technology, which allows golfers to enjoy the game in comfort and style.



The Difference is cooler and lighter than most high performance golf shoes on the market. It is lined with Outlast®, a NASA-engineered material that reduces heat and moisture inside the shoe by more than 40 percent and keeps the foot extraordinarily cool, dry and comfortable, even in the hottest weather conditions.

The upper is made of a performance microfiber material called Micro-Tech that reduces the weight of the shoe by 20 percent while providing a soft and supportive fit that does not lose its shape. The outsole features Etonic's best-in-class PowerUp Technology™ Outsole System, which provides superior traction, flexibility and stability.

The Difference will be available in early November for a suggested retail of \$145. There will be two men's styles to choose from - black saddle and black white and green saddle.

HEAD has added three new styles of shorts to its apparel lineup. Double-Pleated Cotton Twill Short: This 100-percent cotton peach twill short with wrinkleresistant finish, has a front-zip fly with button closure, front double pleats and back-single welt pockets. The short has an 8-inch seam and comes in eight colors for a suggested retail of \$49.



Single Pleated Microfiber Short: This short is made of 100-percent polyester dobby moisture wicking fabric. It has a front-zip fly with hook and bar closure, single pleats, front slash pockets, back single-welt pockets and 9-inch seam. The short comes in four colors and have a suggested retail of \$58.

Plaid Short: This 100 percent cotton madras plaid short has a 40s x 20s plain weave, double back- welt pockets with button closure, flat front and front zip-fly with button closure. The short comes in three colors, navy/charcoal, scarlet and rope. The suggested retail is \$55.

The Tommy Hilfiger Group announced an agreement with Fletcher Leisure Group to license men's and women's golf apparel, beginning Spring 2012 in the U.S., Canada and Europe. Inspired by Tommy Hilfiger's signature classic American sensibility with a twist, the collection adapts technical performance fabrics with a focus on style and fit.

"Golf represents the ultimate prep lifestyle, and we are excited to expand our presence in the performance area," said Tommy Hilfiger. "Our golf collection is inspired by the integrity and tradition of the sport. We've added a twist to the classics through an innovative use of fabrics and details, delivering performance, comfort and style in golf sportswear that can be worn on and off the course."

Celebrating the brand's preppy heritage, the new collection includes four groups: Core, Cape Cod, St. Barth's and Cape Town. The Core collection gives time-honored basics an updated look while an assortment of



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fits accommodates the movement required for golf. Cape Cod draws inspiration from the Eastern seaboard, in particular photographs of the Kennedys in the 60s, with exploded plaids, seersucker stripes and grosgrain details. St. Barth's incorporates the sights and sounds of the island; bold stripes and pops of color are featured throughout. Cape Town takes cues from the brightly colored architecture of the city, offering a balance of brights and pastels to create preppy printed bottoms for women and a new, colorful plaid for men.

Bionic Glove has been named a new licensed vendor for the EWGA (Executive Women's Golf Association) offering the nationwide organization's members a custom Bionic® PerformanceGrip™ glove with EWGA logo on the magnetic ball marker.



"We are proud to be associated with an organization that is dedicated to enriching the lives of its members," said Cheryl Fink, marketing director of Bionic Gloves. "We are excited to work with EWGA and to further cultivate our relationship."

For more than a decade, Bionic has been at the forefront of glove technology in many sports – baseball, hockey, fitness (weightlifting), tennis, rac-



quetball, equestrian events and others. The first Bionic golf glove – the Classic – was introduced in 2005. The Classic has recently been repackaged and renamed as the StableGrip™ glove. Other models are the ReliefGrip™ designed for arthritic relief; and the PerformanceGrip™, the most feature-rich glove ever made that took more than three years of design and testing to get ready for market.

"As avid golfers, our members will appreciate the excellent quality of the Bionic PerformanceGrip glove," says Pam Swensen, CEO of the EWGA. "The logoed ball marker will make the glove more personally relevant and unique."

Eidolon Brands, parent company of EIDOLON Golf and its patented V-SOLE wedges, announced the introduction of a new brand, SCOR Golf, and its first product, SCOR4161. The innovative and revolutionary SCOR4161 product line totally redesigns short irons and wedges and erases the line between them. This proprietary technology gives golfers the ability to build a precision, custom-built set of scoring clubs from 41 to 61 degrees in loft.

The technology behind the revolutionary SCOR4161 scoring clubs was designed to deliver improved shotmaking performance in the scoring zone so golfers of all skill levels can improve their short games and lower their scores. SCOR Golf President Terry Koehler believes the SCOR 4161 product will make as powerful an impact on golfers' performance in the scoring zone as hybrids did at the longer end of the set.

"SCOR Golf is a brand focused solely on innovative solutions to help golfers improve their performance with their scoring clubs," said Koehler. "Short irons that look like middle-irons don't work as well as they could – because the difference between a 6-iron and wedge is the same difference as that between a 5-iron and 3- or 4-wood. Even in wedges, the loft difference between a pitching wedge and lob wedge is the same as that between a 4-iron and driver. It makes no sense for wedges of all lofts to look alike, or for short irons to look like 5-irons. We all know what happened when hybrids came along – long irons have become extinct. SCOR4161 can do the same to conventional wedges and set-match short irons."

"At SCOR Golf, we're keenly focused on the scoring clubs, those over 40 degrees of loft. These are very different tools from middle irons," explained Koehler.



"The result of over two years of research and testing manifests in SCOR4161, and it represents the most comprehensive package of scoring technology ever assembled.

Every feature of these clubs is there to provide measurable shot making/scoring benefits for golfers of all abilities. For the first time in golf history, golfers can specifically put together just the right set of precision scoring clubs that will deliver improved trajectories and better accuracy while offering optimum forgiveness. In addition, SCOR4161 delivers better spin with the new groove geometry and extraordinary feel. We know that golfers will reap the benefits through lower scores."