

# PXG APPAREL REINVENTS GOLF ATTIRE WITH ITS FALL/WINTER 2021 SPORT FASHION COLLECTION

The collection represents the perfect synergy between performance, comfort, and style. Showcasing luxurious fabrics, rich textures, relaxed silhouettes, and high-performance material – that bring things like UV protection, four-way stretch, and moisture-wicking technology to the table – the pieces inspire confidence ... and maybe a little rebellion.

With monotone hues, performance-driven features, bold designs, and strong logo placement, each piece pays homage to PXG's core DNA. Fall/Winter 2021's color palette ranges from the brand's iconic black and white to tan and PXG's seasonal color, "Warrior Green," which taps into the brand's military roots. Bob Parsons is a U.S. Marine Corps Vietnam War Veteran and this background can be found across PXG, from the club naming convention (based on the Marine Military Occupational Specialty (MOS) system) to its signature fairway Camo™ print.

"For this collection, we looked at the details that make our brand innovative, sexy and exciting, and updated these features in a way that feels both edgy and sophisticated," said Parsons.

With more than 100 pieces for men and women, Fall/Winter 2021 is PXG's largest to date. Focusing on both golf and lifestyle, the collection has everything from polos, pullovers and carefully tailored pants to luxurious cashmere cardigans, comfortable joggers, and even a men's button-down shirt and women's blazer. Each piece combines performance, top-quality materials, beautiful fabrication, and thoughtful detailing.

Additionally, roughly half of the Fall/Winter Collection has been sourced and produced with an eye on sustainability. These efforts include consciously utilizing fabrics made from recycled products, working with green facilities, and the use of environmentally friendly and socially responsible textiles – like machine washable eco-leather. PXG is committed to increasing sustainability with each collection.

To learn more about PXG Apparel and its latest collections, visit [pxg.com/en-gb](https://pxg.com/en-gb)



Founded by American entrepreneur and philanthropist Bob Parsons in 2014, Parsons Xtreme Golf (PXG) was created with the sole intent of producing the world's best golf equipment and apparel. From the start, PXG received global attention for disrupting the golf industry with its innovative, breakthrough golf equipment. When Renee Parsons stepped in as President and Executive Creative Director of PXG Apparel in 2018, she leveraged those same principles to develop the brand's revolutionary sport fashion apparel.

Combining a long-time love of fine art and fashion with her own experiences as an avid golfer, Parsons and her team develop highly versatile, fashion-forward golf apparel that transcends the course. Bucking the trend of stuffy, uninspired golf attire, PXG Apparel seamlessly transitions from the first tee to last call.

"As a female golfer who loves fashion, I was always searching for a new, more stylish take on women's golf attire – something I think a lot of women are searching for," said Parsons. "To satisfy that need, PXG creates sport fashion that's a little edgy and has

super flattering silhouettes. Our collections are designed to inspire confidence and be a great addition to any wardrobe."

The most recent launch, PXG's Fall/Winter 2021 Apparel Collection, is distinctly modern with an urban and edgy focus/design. The ultimate goal is for the clothes to make both golfers and nongolfers alike look and feel great. Fall/Winter 2021 was inspired by the incredible power, resilience, and new beginnings communities across the world have experienced during the past year. With the collection's graphic designs and streetwear elements, New York City was a natural component of this vision and served as a backdrop for the campaign.

"New York City has always been one of my favorite places in the world. The vibrant energy, diversity, strength, and endless innovation found in NYC was at the forefront of our minds when developing the Fall/Winter 2021 Collection," says Parsons. "I wanted to create pieces that reflect the way I feel walking through the streets of New York: renewed, invigorated, and empowered to take on anything."

