

Spring/Summer 2023 from PING Apparel



PING Apparel have long been committed to the women's game, and the recent SS23 Spring/Summer range only solidifies this further. With a complete collection offering a variety of choice for every generation of golfer, the style and design of the garments provide performance-driven apparel for all ages and abilities of women golfers.

Four print-led capsules make up this new range, making use of an array of colour palettes and prints for refreshing aesthetic looks, with a nod to tradition throughout. PING continue to provide full looks from head to toe, to ensure that women golfers feel comfortable and confident every time they step out onto the course.

PING's SensorCool® technology continues to feature throughout the range, with the garments engineered for moisture-moving comfort in all conditions. Combined with four flattering print designs, incorporating timeless florals

and inspiration from the underwater world, PING are able to offer a new Spring/Summer range with the technology and style to elevate performance.

Coordinating visors, belts and accessories complement each colour story in the new range to ensure that women golfers have the support when choosing their golfing outfit. PING have acknowledged the need to provide outfit-oriented designs, and the new Spring/Summer collection allows for a multitude of outfit combinations to suit the need of every golfer.

With the 2023 Solheim Cup on the horizon, PING Apparel will look to take centre stage as the official Team Europe apparel supplier for the second consecutive time. As one of the most impressive events on the professional women's golf schedule, PING will remain a close supporter of the event they have such strong connections to.

In addition to the Solheim Cup, PING Apparel will also be supporting the PING Junior Solheim Cup the week prior – supplying team bags and apparel for both competing sides. PING have shown their enthusiasm and ability to provide apparel for elite level golfers across the globe, and this new collection only bolsters this.

When speaking to Fiona Reilly, Global Creative Director at PING Europe, on the design of the collection, she commented:

“PING is synonymous for performance and quality. For all of us in the apparel design team, creating timeless and elegant golf apparel is always our goal, with comfort and how the garment feels driving the process.

When designing a new collection, we aim to ensure that every style is created using state-of-the-art fabrics that provide golfers with performance, comfort, and style. Our Spring/Summer 2023 women's collection presents an even broader offering to the female golfer, as our largest range to date. This season features four modern print capsules that offer choice and versatility for golfers, to create a variety of coordinated looks to suit all tastes.”

www.pingeurope.com/clothing/womens.html

