

The Masters: Golf's Green Carpet

Written by Nichole Brophy

The Masters is like the Oscars of the golf world. Rather than a red carpet lined with media, shouting “Who are you wearing tonight?” the Master’s is a green carpet that stretches for 18 holes. Due to the enormity of eyes peering in on golf’s main stage, sponsors like Adidas and Ashworth carefully craft their player’s wardrobes each day of the tournament.



The careful planning helps to ensure players look their best while representing the brand, and so that players of the same sponsor don’t look too matchy-matchy. After all, nothing downs a golf vibe more than arriving on the first tee only to be greeted by a matching head-to-toe look on your competition. Sure, there are three other majors throughout the season, but making your mark at Augusta leaves an especially long-lasting impression.

Though more well-known for his temper (high highs and low lows) on the course than his style, Sergio Garcia has had his share of fashion blunders. Who could forget the all-yellow number Garcia sported at the 2006 British Open?



This Masters, Garcia’s ensembles will be more subdued, made up of khakis blended with boldly colored polos rather than a monotone motif. The following is Garcia’s wardrobe schedule for Masters Week:



Fred Couples, in my eyes, has set one of the highest standards for classic golf fashion. You know that when Couples is scheduled to play someplace, he will arrive at the course looking like a page straight out of an Ashworth catalog. He has an effortless sense of style to accompany his effortless-looking swing—point blank, the man looks good in anything. It must be a cinch for the folks at Ashworth to come up with Couples’ clothing schedule. This Masters, Couples wardrobe will consist of neutrals accentuated by vibrant vests.



For appreciators of golf fashion, prepare to be jealous... for the Masters, Adidas Golf is premiering a one-of-a-kind special edition shoe that will not be made available to the public. Adidas’s AdiPURE golf shoe features three green stripes that celebrate The Masters. While players will be donning the special edition shoe throughout the tournament, the shoe will not be available to consumers or retailers (tear). For your viewing pleasure, an image of the shoe is pictured below.



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While most will be watching The Masters to see history being made, it is also a prime opportunity to see the latest fairway fashions. Of course, at Augusta the ultimate fashion statement is wearing a green jacket come Sunday.

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Adidas Golf, www.adidasgolf.com.

Ashworth, www.ashworthgolf.com.