

Spring Golf Fashion

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As spring golf gets underway, it can only mean one thing—a new golf wardrobe is on the horizon.



Established in Italy in 1911, Fila is a leading manufacturer of sport and leisure footwear and apparel distributed worldwide. The internationally-respected company, having gained world-class recognition in tennis apparel, has developed a fashion-forward golf line that combines aesthetic and performance for the everyday golfer.

Fila Golf, a men's and women's apparel line internationally recognized for its authentic sports heritage and exclusively licensed by Fersten Worldwide, recently announced its 2010 collection is available now at finer resorts, clubs and courses throughout North America.

Featuring the sleek lines at the root of the Fila brand for nearly a century, the latest golf styles emphasize timeless sophistication, luxurious fabrics and technical characteristics. Mixing solids, stripes and textures, the looks build on the brand's famous Viva Red, White and Fila Navy color combination, adding shades of Aqua, Pine, Fig and Atomic Orange for an updated, modern palette.

"This new collection is all about looking and feeling good in the clothes you wear," says Nancy Robitaille, Fila Golf principal designer. "We've taken classic designs and updated them with fresh styling which we paired with super soft fabrics that drape well to form the core of any wardrobe."

Drawing from the rich history of innovative design that has attracted many of the world's most legendary athletes—including tennis greats Bjorn Borg, Jennifer Capriati, James Blake and Kim Clijsters—the 2010 Fila Golf collection merges form and function. Embracing Fila's tradition of enhancing an individual's performance without hindering the natural features of the body, the complete line of apparel for men and women blends premium and eco-friendly fabrics with moisture wicking, quick drying and antimicrobial properties.

Showcasing the iconic Fila logo, highlights for men include the traditionally-styled Vicenza Striped Polo with a contrasting back panel and under placket, and the sportier Madrid Polo. Made from a recycled polyester blend, it features a mesh shoulder yoke and side panels, along with a hidden zipper placket.

For ladies, staples include the chic, femininity of the Sussex Textured Polo with its long, thin placket and gathered front shoulder yoke. When paired with the asymmetrical mesh left side panel and ruffle of the Rimini Golf Skort, the effect is both athletic and flirty.

In stock year-round for immediate order and program fulfillment, Fila Golf's complete line of apparel retails from \$20 for accessories to \$120 for outerwear and is worn in competition by scores of professionals worldwide, including LPGA Tour star Stacy Lewis.

Fersten Worldwide -- North America's leading full-service supplier of decorated apparel and accessories to the promotional products and golf industries -- is the exclusive licensee of Fila Golf branded apparel and headwear for the U.S. and Canada. In conjunction with a focused, green-grass distribution model, the company's products are available at a variety of world-renowned properties, including Banff Springs, Glen Abbey, Poipu Bay, Sun Valley, TPC Sawgrass and Whistler.

To Learn More

Fila Golf, www.filagolf.com, 800.565.7462.