

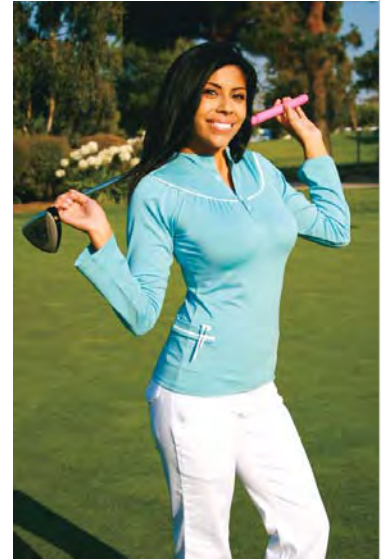
New season, new age

THE **LATEST FALL FASHIONS** TAKE A TRENDY APPROACH TO TRADITION. BY CATHERINE RISLING



Who says you can't wear white after Labor Day? Certainly not the designers at Green Tee Apparel. These folks aren't the only trend-setters and rule breakers when it comes to golf apparel.

Every season we're excited to see what's new — fashions for everyone from a businessman ducking out of the office to hit a few balls to a stay-at-home mom looking for quality time on the links with girlfriends. Take a peek at some of our favorite looks this fall.



TATTOO GOLF »

Golfers are snapping up Tattoo Golf shirts, and in response, the guys behind the line keep expanding their polo offerings. New this season is the Santa Cruz Men's Polo (\$57.99) featuring a Red Stars design. The polo's CoolFit performance fabric draws moisture away from the body, which helps keep you cool and comfortable. Designer details include a zippered front, contrast stitching and colored side seam inserts. For more information, visit tattoogolf.com.



GREEN TEE APPAREL

"These two pieces pair perfectly to provide performance comfort to fit the 18-hole dress code, but work right into the 19th hole lifestyle," say Green Tee Apparel designers. The long-sleeve top — A La Mode (\$60) — is fashionably functional. The fabric's spandex blend repels liquids, resists wrinkles, dries fast, breathes easy and enhances circulation. The side pocket doubles as a tee holder. The Numero Uno pant (\$64) is a stretchy cotton/spandex blend, and features invisible pockets in the front and back. For more information, visit greenteeapparel.com.





» Green Tee Apparel designs are for young-at-heart golfers who have a love for the game.

Greener pastures

TWO ORANGE COUNTY WOMEN HAVE OVERCOME PHYSICAL OBSTACLES TO CREATE A VIBRANT CLOTHING LINE WITH A NOD TO THE ENVIRONMENT. BY CATHERINE RISLING

Changing jobs is one thing. Starting a business in unfamiliar territory is an entirely different challenge. But if you've battled cancer or struggled with a debilitating disorder, a career move is the least of your worries.

For Tiffany Tran and Liz Doan, owners of Green Tee Apparel in Foothill Ranch, their life-changing decision to venture into the golf and fashion industry was a road they welcomed. And they've never looked back.

These two Southern Californians are determined. Tran was diagnosed with an aggressive form of breast cancer in her late 20s. Now 31 and with a clean bill of health, she

considers her decision to pursue her passion a blessing.

"I started golfing in 2002 when my manager at the time invited me to the driving range to discuss some business matters," Tran said. "I could barely hit the ball 25 yards, but it presented a challenge that I wanted to master. I bought some used clubs and taught myself the sport; I wanted to see how good I could get and two years later I was shooting under 100."

Diagnosed with an incurable muscle disease several years ago, Doan's mobility was limited but her perseverance to maintain an active lifestyle was undaunted. Tran

encouraged her to pick up a club, and it took just one trip to a course in Las Vegas to have Doan, 32, buying clubs and signing up for lessons.

"All that was missing was some cute, fun, feminine and performance golf clothes," Doan said.

They played Orange County courses and checked out every pro shop and golf store they could find. Both Tran and Doan agreed that clothing with an edge was slim pickings. So one day after a weekend at Camelback Golf Club in Scottsdale, Tran threw out an idea: We love golf. We love fashion. Why can't we design great golf clothes for women?

Tran and Doan put their lofty degrees and corporate experience aside. They picked up fashion magazines and started watching what women pro golfers were wearing. They studied what characteristics made the ideal polo, one that looked good on and off the course and offered the performance of Nike and adidas. They found an experienced contract sketcher who could perfect their designs. They checked out the competition at trade shows and identified a distinct need for clothing with an edge that met the needs of women golfers, focusing on athletic quality, functionality and style.

Together, they sketched some designs, studied color trends and sketched some more.

Last January, they launched Green Tee Apparel and its 20-piece spring and summer collection.

"Green Tee Apparel's designs are for the young-at-heart golfers who have a love for the game and want to reflect this in their image," Tran said. "Our line continues to fit the 18-hole dress code, but works right into the 19th-hole lifestyle. We want to provide apparel that is designed to fit multiple aspects of women's active lifestyle."

Green Tee Apparel's designs appeal to all ages.

"We're more about a state of mind rather than age," Doan said. "Our resort lifestyle line is youthful, fun and it's a perfect blend of high performance and styling. If you can't outplay your competition, you can at least outdress them."

Devoted customer and avid golfer Kirsten Harken found Green Tee Apparel on an online retail website.

"The clothing line looked fashion forward and hip but with a sporty edge," said Harken, a Newport Beach resident. "I like the performance fabrics they use, which are similar to [Nike's] Dri-Fit material."

Skorts are short, polos are fitted, and dresses are above the knee. Tran and Doan forgo cotton for polyester for a more fitted, flattering look. Eighty percent of the line features performance fabrics. That means the clothing holds up to their competitors — fabrics repel liquids, resist wrinkles, dry quickly, breathe easy and are antimicrobial.

Jennifer Wentworth of Pink Golf Tees, an online golf store based in Denver, Colo., said the line features a vibrant style and exceptional fabric quality.

"They offer both ladies and petite sizing; petite sizing is very difficult to find in ladies golf wear," Wentworth said. "They have a unique look and are priced very attractively for the market."



» Tiffany Tran (left) encouraged Liz Doan to take up golf, and their love for the sport led to the launch of Green Tee.

Matt Delgado, golf shop manager at Royal Vista Golf Club in Walnut, agrees that the price point is key.

"The prices are phenomenal," said Delgado, who recently put in an order for 32 pieces. "Other golf dresses typically retail for over \$100. The clothing is different in that it accomplishes both athletic and stylish performance without conforming to what is conventional today, and one can buy a whole outfit for the same price most other companies would charge for a shirt."

Green Tee Apparel's spring 2009 line is a blend of deep magenta, shale blue/green, light silver/gray and eggshell.

Pieces from Nouveau Couture include low-rise pants and shorter skorts, and the more classic Chic Individualist line features longer shorts and relaxed pants. They will continue to offer a broad spectrum of sizes, including the popular petite category.

"I'm 4-foot-11, so I know how difficult it is to find the right fit," Tran said.

As their fashion sense gains attention (Green Tee Apparel was recently lauded in *Golf Fitness Magazine*), Tran and Doan hope to introduce their lines in Asia and Europe. They also aspire to incorporate the inspiration behind their company name — a greener environment — into their clothing. Tran and Doan said they haven't found the right fit, but hope to feature eco-friendly fabrics by the end of 2009.

"In just under a year after our first collection was released, we have received an overwhelming amount of positive reinforcement that women want to feel good and look good on and off the course," Tran said. "They are willing and looking to spend money on good performance apparel that will provide a valuable addition to their wardrobe. Green Tee Apparel is positioned to fulfill those needs." **SG**

For more information, visit greenteeapparel.com.

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— LIZ DOAN
GREEN TEE APPAREL