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Show Stoppers: Sifting through the aisles

By **Janice Ferguson**
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"So many booths, so little time," is a regular refrain heard at the PGA Merchandise Show. This week will be no different -- especially in the apparel section -- as the PGA of America hosts its 55th annual event at the Orange County Convention Center in Orlando, Fla.

There will be a mix of new apparel exhibitors and old faithfuls. Some companies come from faraway points on the globe, while others are from just down the road. Regardless, a little navigation may be in order.

So today, The Wire brings you a quick peak of what's being displayed.

APPAREL

Silver Label by **Marbas** features a unique "taslanized" yarn that produces a technically advanced shirt, enhancing qualities in comfort, hygiene, graze resistance, moisture control, and they're environmentally safe. In addition, Marbas' new Two 9's sporty collection has all the exceptional Italian quality, but at a price that might pleasantly surprise. ... **House of Carrington** has new non-mercerized knit golf shirts made from Giza 45, which is known as the "Queen of Egyptian cotton." The long staple-length fiber produces a combination of strength, silky luster and incredible softness. ... **Total Kids Wear International Inc.** might not be a name you want to say three times in a row, but worth seeing is its three-piece starter kits for boys and girls. Available in two sizes and three-color ways each, the kits include an embroidered nylon backpack, cotton mock neck top, and cap. Cute just got cuter. ... **Kashwere** by Julep revs up the show floor with a lounge-style motorcycle jacket in thyme with a robin egg blue armband embroidery.



Marbas



House of Carrington

NEWCOMERS

Chervò has been making men's and women's golf wear in Italy since 1982, and are debuting the line for U.S. distribution in Orlando. Innovative, trendy designs collide with luxurious sport fashion to create a mixture referred to in Europe as "chic-tech." ... **Van Linsey** golf and resort apparel for women and children boasts a made in Boston label. ... **Club Cohiba** comes to the show as a first-time exhibitor and introduces 100 percent silk shirts in a variety of colors and sizes that range from medium to 2XL. ... **18th Couture** introduces a line that promises to not be your mother's golf wear. The line is a balance between professional, sporty and seductive. ... **Green Tee Apparel** launches its women's line made with fabrics that are quick drying, antibacterial, non-toxic and even increase blood circulation.



Chervò

FOOTWEAR

Puma shows off its innovative Smart Quill technology that features 38 "quills" that are intentionally molded and strategically placed for ultimate golf shoe traction. Interesting about the shoe is that it's the first to hit the course that is customized differently for the left and right foot, which serves different functions throughout the swing. ... Wolff Shoe Co.'s Sesto Meucci brand has long been known for designing shoes regularly found in Neiman Marcus, Nordstrom and high-end retail stores. Well, lucky us. The brand now brings that same tradition of high quality Italian footwear to **Sesto Golf** shoes.

ACCESSORIES

Conte of Florence returns with its Golfette handbag accessory that resembles a miniature golf bag. The cylindrical form, buckled shoulder strap and round opening make a sporty fashion statement. The unique line features patent leather, shearling, exotic skins and patterns. ... **Nike Golf** is modernizing the golf belt by incorporating a body mapping technology in its perforated and mesh lining belt collection. Ventilation zones are strategically placed to increase breathability and to improve airflow across the body -- just one more way Nike is helping golfers stay cool and comfortable through 18 holes.



Van Linsey