

# GALVIN GREEN

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Press Release

11 December 2023

## GALVIN GREEN GOES BIGGER AT THE PGA SHOW

### -Apparel brand to display award-winning garments & interactive features in Orlando-

Leading hi-tech golf apparel brand [Galvin Green](#) has announced that it will be going bigger at the PGA Merchandise Show in Orlando next month (24-26<sup>th</sup> January) with a 30% larger booth space showcasing its long-lasting garments and interactive features offering stockists a great sales opportunity in 2024.

The eye-catching booth (#6557) will feature the latest performance-driven garments, including an all-new waterproof collection crafted from the most responsibly sourced materials available, as well as more women's and junior styles on display than ever before.

Occupying a standout 800ft<sup>2</sup> space, the booth has been designed to offer a state-of-the-art interactive approach to viewing and experiencing the latest styles following a year in which the brand's garments have been credited by leading golf media platforms like *Golf Digest*, *GOLF.com* and *MyGolfSpy*.

"We're very excited to introduce our fantastic new product lines to potential retail partners and illustrate why they should consider stocking Galvin Green next year" said Lou Delfino, General Manager of the brand in North America. "We encourage retailers seeking the best golf clothing for their customers to visit us in the Apparel Pavilion to fully appreciate what sets us apart from other brands in terms of sustainability, product performance and longevity, plus the fantastic sales opportunity on offer," he added.

From long-lasting and consistently reliable rainwear to colorful polo shirts featuring the most stylish modern prints, Galvin Green will continue to go big on sustainability across every style in 2024. All product lines will incorporate bluesign® approved materials, with some garments even utilising fabric made from recycled plastic bottles.

As a partner of the GEO Foundation, the brand is constantly looking to push the boundaries in sustainable golf apparel and optimal performance, while remaining in touch with the latest regulations to adhere to when it comes to product design.

Among the most sustainable fully waterproof jackets to feature prominently at the show will be the striking **AMES** full-zip jacket crafted using an all-new 3-layer fabric to deliver the most stretch ever from a Galvin Green waterproof jacket, plus the contemporary **AMOS** hooded jacket featuring a smooth 'slide and glide' interior.

For more information on Galvin Green and its products, visit [www.galvingreen.com](http://www.galvingreen.com).

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