



SWING CONTROL REVEALS NEW CHIC AND STYLISH FW23 COLLECTION

-The highly cultured Swing Control FW23 Collection exemplifies the company's motto "from the golf course to the club" in stylish ease-

MONTRÉAL, CA. – JANUARY 17, 2022 – Swing Control, manufacturers of the performance-based golf and lifestyle apparel brand, proudly introduces the new, chic, and sophisticated yet performance-oriented and game ready line of apparel – the Swing Control FW23 Collection,

Each piece in the FW23 Collection is impeccably tailored and crafted to perfection, using luxe high-tech fabrics such as pique, bamboo, Cloud, Techno Stretch, and Ponte di Roma. Rendered in rich fall tones, the line features a blend of geometric prints, moody fall florals, and classic plaids re-imagined in more modern iterations.

"Our design team prides itself in creating luxury performance pieces that reach new heights and the highly curated FW23 Collection is no exception. They pushed creative boundaries to produce a color story that consists of four fresh and different groupings, keeping us stylishly above par," said Swing Control Brand Manager Josh Mark.

The fashionable, well-curated high-performance FW23 Collection feature the following distinct groupings:

The ***Wonder Woman*** group is a boldly breathtaking blend of red, navy, white and gray, rendered in a bevy of brilliant prints, geometric patterns, classic plaids, and game-oriented motifs.

The ***Sand Dunes*** group features a carefully cultivated blend of gray, blue, stone, white, and classic black, with an exquisite mix of traditional check patterns, fabulous florals, swirling scripts, and game-inspired prints.

The ***Coral Reef*** group exudes a modern femininity, featuring a soft palette of muted pink, lilac, coral and white. Classic prints and floral motifs are rendered with an understated sophistication and sweet allure.



The *Smarties* group is a striking blend of retro-inspired prints rendered in a dazzling array of bright rainbow hues for a fresh pop of vibrant color that works just as beautifully off the green.

Swing Control will present the FW23 Collection to Green Grass and Golf Specialty Retail Buyers at the 2023 PGA Show at the Orange County Convention Center in Orlando, FL. from January 24th to 27th at booth #5667, located in the apparel section of the show floor.

“We are excited to present the FW23 Collection at the upcoming PGA Show and I personally invite attendees to visit us so you can experience our new and existing collections.”

To book a meeting, please reach out as follows:

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ABOUT SWING CONTROL:

Swing Control is an international golf apparel and lifestyle brand with headquarters in Montréal, Canada. Its origins evolved from a lifelong love of golf combined with a fierce passion of fashion. The founders who manufactured women’s clothing in the late seventies and eighties observed that there was a real need in golf for performance-ready gear that was also fashionable and sophisticated, so in 2009 the company evolved into Swing Control.

The Swing Control motto, “Where fashion meets function” describes the golf lifestyle apparel line perfectly. The company focus is in hitting that perfect balance between fashion and function at the core of every collection. For more information, please visit the Swing Control website at www.swingcontrol.com.

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