



**SWING CONTROL WELCOMES THE GREEN GRASS COMMUNITY AND  
GOLF SPECIALTY RETAILERS TO THE AGM PRODUCT PREVIEW**

*-Be the first to see the NEW FW23 Collection at the fun and very casual AGM event-*

MONTRÉAL, CA. – JANUARY 23, 2023 – Swing Control, manufacturers of the performance-based golf and lifestyle apparel brand, invites all registered attendees of the PGA Show to visit the Swing Control display at the AGM Product Preview. The fun and casual event is scheduled for Tuesday, January 24<sup>th</sup> from 5:00pm to 7:00pm in Hall A, in the lower level of the Orange Country Convention Center in Orlando, FL.

The new, chic, and sophisticated yet performance-oriented and game ready line of apparel – the Swing Control FW23 Collection, will first be seen at the AGM Product Preview. 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.

“We’re excited to present our new and highly curated FW23 Collection to the attendees of the AGM Product Preview,” said Swing Control Brand Manager Josh Mark. “The environment is so fun yet professional, social, and intimate. It is the perfect setting for our team to show the collection before the PGA Show starts.”

According to the AGM, “The AGM Product Preview Reception provides a unique opportunity to network with fellow buyers and to get a sneak peak of vendors who will be showcasing their product lines over the next three days at the PGA Show. Discover the latest brands, connect with old favorites, and discover upcoming trends and the hottest new lines before the official start of the PGA Show. Also, enjoy complimentary refreshments as you mix and mingle with innovative AGM Vendor Partners and make appointments for the rest of the week.”

“Swing Control and the AGM have enjoyed a long and successful relationship. We appreciate what the association does for its vendors as well as its buyers. This year, we are proud to announce that the company has partnered with the AGM for the Retail Conference. Participants will use our custom



branded Swing Control bags throughout the event to carry items from the AGM event as well as from the PGA Show.”

If you aren’t attending the AGM Product Preview, Swing Control invites PGA Show attendees to visit the company booth #5667 where the new 2023 spring collection will be on display. If a scheduled meeting time is preferred, please reach out as follows:

Sales: Josh Mark, Swing Control Brand Manager  
[Josh@swingcontrol.com](mailto:Josh@swingcontrol.com)

Media: Vanessa Price, Read the Greens GOLF Media, Inc. President  
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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](http://www.swingcontrol.com).

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