



Ahead Spring/Summer 2025 *Eco-Friendly Apparel Highlights New Collections*



NEW BEDFORD, Mass. (June 27, 2024) – Ahead’s continued sustainability initiatives are highlighted in its Spring/Summer 2025 apparel collection, with more than 80 percent of the new styles being made from recycled materials. Known for its history of innovative and inspired apparel selections, Ahead continues its focus on fashion forward thinking while bringing its commitment as an environmentally conscience company to the forefront.

True to Ahead’s philosophy, the Spring/Summer 2025 apparel collection features color stories, fresh designs, and new offerings that are not only on trend, but thoughtfully designed to sell as they provide a perfect mix of both essential and fashion options.

“We’ve placed sustainability center stage in our Spring/Summer 2025 offering, coupled with the styles and fabrics that continue to make us an industry leader,” said Scott Stone, National Sales Manager-Golf, Ahead.

Ladies Apparel Highlights:

- Both the women’s Blake Quarter-Zip Pullover and Dallas FZ Jacket feature **JärnLuxe™** (yärnluhks), Ahead’s luxuriously soft new fabrication that provides the ultimate in lightweight coziness for everyday comfort and style. Destined to be a best seller, the JärnLuxe™ styles provide the perfect opportunity to feature a club or event logo and are sure to become a go-to favorite for both on and off the course.
- Trend meets classic styling with the Quincy FZ Hoodie, boasting a ribbed back and sides for a figure-flattering silhouette. The lined hood and kangaroo pocket round out this new piece to Ahead’s casual essentials collection.
- The Hudson Anorack is another new offering to the essentials outerwear mix, providing a super-lightweight option in a mini ripstop fabrication. A front pocket and elastic waist and cuffs add ultimate style and comfort.



Men's Apparel Highlights:

- Ahead Midlayers offer a robust new collection with the addition of Flint, Wade and Reef. Both Wade, a stylish quarter-zip with front zipper pocket, and Reef, a front-zip vest, feature lined hoods and are made from knit heather jersey recycled materials. Flint is a classic quarter-zip performance piece with side zip pockets. All are trend-right and future best sellers.
- The ocean-washed men's Levi Tee provides the softness of everyday wear, while the ribbed collar and side vents ensure a perfect fit. This tee provides the palette for Ahead's graphic team to apply eye-popping designs.
- The Weston Shacket debuts in the men's essentials outerwear collection. This quilted heather knit jacket with snap front and cuffs is the perfect combination of style, warmth, and comfort.



AM80 Flint
0100 Black



AM81 Wade
4884 Storm Blue
Recycled



AV04 Reef
0160 Charcoal Grey /
Dark Grey
Recycled



TS80 Levi
5410 Sage
Ocean Wash
Recycled



AJ57 Weston (Shacket)
0160 Charcoal Heather

Ahead will showcase its 2025 Spring/Summer apparel at the 2024 PGA Buying Summit, July 29-31, booth 313, at the Omni PGA Frisco Resort in Frisco, Texas.

For further information visit aheadweb.com. To access the company's online shop page, visit aheadusashop.com.

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Since energizing the headwear industry with its 1995 debut, Ahead has grown its business by expanding into corporate, resort, and collegiate markets. Known for its innovation and creativity, Ahead also has a stellar reputation for exemplary, reliable customer service. A leading supplier of headwear to the USGA, PGA of America, PGA TOUR, and Ryder Cup, Ahead is committed to providing its customers and more than 5,000 accounts across the globe with the highest quality headwear, apparel, and accessories. The company was recognized by the National Golf Foundation as a "2023 Top 100 Business in Golf."

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