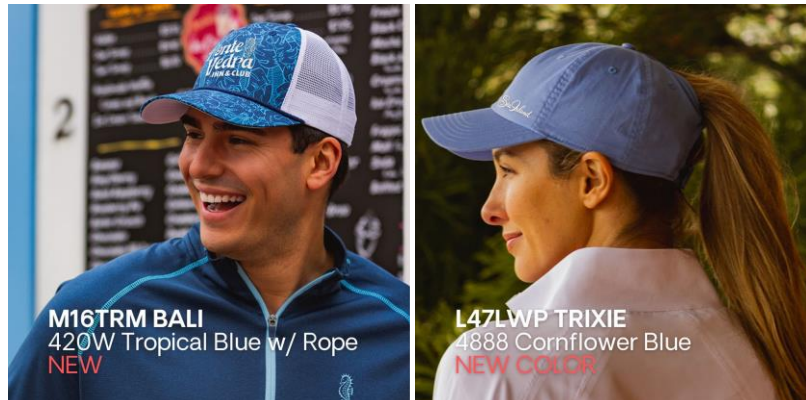




## AHEAD CONTINUES TO SET THE TREND WITH 2025 HEADWEAR COLLECTION



**NEW BEDFORD, Mass. (July 9, 2024)** – The 2025 headwear collection from Ahead continues a nearly 30 year commitment to setting trends, not following them. Providing the best in styling and fabrication, amazing fits and creative ornamentation, Ahead is once again delivering a world-class assortment ideal for any shop, resort, or outing.

What's hot in headwear and on trend from Ahead for 2025:

- **Rope Hats** remain very much on trend. With four new styles added to the mix, Ahead answers the demand with nine total rope hat options and 48 different color combinations. Styles range from the popular AeroSphere tech fabric to mesh backs, floral prints, solid colors, and under-brim prints.
- **AeroSphere™**, Ahead's proprietary and best-selling tech fabric continues to dominate the performance headwear category. To meet the demand, Ahead has added an additional 15 color options to AeroSphere's line of nine styles, across both the men's and woman's collections, including the addition of the Pilvi, which features an XL fit in a structured silhouette.
- With additional colorways added to the group, Ahead continues to lead the way with its **Women's Ponytail** offerings. Available in either lightweight cotton or the AeroSphere tech fabric, the Trixie and the Kyla are THE most versatile ponytail hats on the market. Featuring an overlap back opening, these styles provide the option to wear as a high pony or as a regular cap.
- The Ryder Cup is coming to the United States in 2025 and Ahead is introducing several **red, white and blue / stars and stripes** headwear pieces. The Patriot—already a best

seller in the fashion print collection—features a cotton twill navy blue front and a stars and stripes mesh back. The Nicklaus 2.0 is an update to Ahead’s classic bucket hat, with a stylish red, white, and blue colorway option. Rounding out the USA themed headwear selections are two new patriotic knits: the Williamsburg and the Listra.

- As recently featured on NBC’s *Golfpass*, the **Stash** hat by Ahead has additional colorway options for this innovative design. The Stash falls within Ahead’s performance sport category and is lightweight, bendable and packable. The customer on the go has the option of folding up, storing and “stashing away” this style into a pocket or smaller bag.
- **Camo** remains a popular print and Ahead is introducing four new styles to their mix. The Tiger and the Urban both include cotton twill fronts and camo mesh backs. The Fudd and the Gomer are both full camo print options.
- **Decoration** is a hallmark of Ahead’s innovation and unmatched shelf-appeal in the marketplace. New additions include Woven Patches, PVC (rubber) Patches, GelZ (a gel ink printed applique), and the Trailblazer (a laser etched faux leather application).

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

For further information visit [aheadweb.com](http://aheadweb.com). To access the company’s online shop page, visit [aheadusashop.com](http://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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