



COCAL TO EXHIBIT AT 2024 PGA BUYING SUMMIT AT PGA FRISCO, JULY 29 - 31

Venice, Italy, July 2024 – Cocal announced today plans to exhibit at the 2024 PGA Buying Summit, July 29 - 31, at the Omni PGA Frisco Resort and PGA Frisco, the home of the PGA of America in Texas.

Cocal will be exhibiting their collection at booth 506 and participating in the exclusive Fashion Show. Owner and creator of COCAL, Giovanna Novello, is “proud and excited to show our curated collection of golf wear made in Italy to the golf community’s most influential and leading retailers.”

The PGA Buying Summit annually brings together influential PGA of America Golf Professionals and golf buyers to preview the latest innovations and trends from a curated group of top golf brands, while offering one of the first opportunities to place orders for new 2025 spring apparel lines. The three-day Summit, held at the midway point of the annual PGA Show cycle, will feature curated ONE2ONE buyer appointments on July 29 and sold-out ballroom exhibits showing the latest innovations and trends from more than 150 apparel, accessory, equipment, technology and golf lifestyle exhibitors on July 30 - 31. The event will include education sessions at the state-of-the-art PGA of America Professional Development Center, an evening Industry Welcome Reception & Fashion Show at the resort, and nighttime golf experiential events, including the all-new Summer Jam Golf Festival, across the innovative golf, retail and entertainment destinations of the Monument Realty PGA District. Visit PGABuyingSummit.com for event details and industry-only registration.

About Cocal

Cocal® draws its inspiration from the culture and lifestyle of the Venetian Lagoon, from seagulls, sea, sun and sand. As a premier lifestyle and golf brand, Cocal® has created a versatile everyday line that allows a seamless transition from the working place to the green. With a smart blend of performance and innovative design, each product is crafted to achieve a perfect balance between functional comfort and superior style. In other words, we make the clothes you can actually live in.

Inspired by a great passion for outdoor sports, nature and animals, Cocal®, a golf wear collection, has its roots in a deep knowledge of the clothing world, handed down from generation to generation.

Giovanna Novello, fashion designer, and her husband Andrea Piovan, textile chemist, owners of For Horses®, a luxury equestrian brand distributed throughout the world, bring their know-how and enthusiasm to the world of golf, creating the new brand Cocal®. Sustainability, love and respect for nature are the values that led to the creation of the Cocal® collection. Proudly made in Italy.

www.cocalwear.com - shop@cocalwear.com
Social channels IG/FB [@cocalofficial](https://www.instagram.com/cocalofficial) - [#cocalofficial](https://www.facebook.com/cocalofficial) [#cocalwear](https://www.facebook.com/cocalofficial)

About PGA Golf Exhibitions

The [PGA Show](#) and [PGA Buying Summit](#) - Frisco are organized by PGA Golf Exhibitions (part of [RX](#)) and the PGA of America. Since its inception in 1954, the [PGA Show](#) has grown into the largest annual business event for the global golf industry. Both the [PGA Show](#) and the mid-season [PGA Buying Summit](#) drive the business of golf by providing opportunities to showcase and source innovative products, develop professional networks, learn new business strategies, and connect with peers and golf leaders. Learn more at PGAShow.com and follow us on ["X"](#), [Instagram](#) and [Facebook](#).

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