

Marie Birdie From Los Angeles to West Palm Beach

About Marie Birdie

Marie Birdie is a female-founded and owned golf wear and activewear brand focusing exclusively on Tween and Teen girls. Our mission is to inspire, delight, and empower tween and teenage girls to enjoy an active lifestyle while playing golf confidently. Marie Birdie exists to inspire happiness, strength, and confidence by recognizing each girl's unique style sense and offering clothing just for "her." We invite girls to join #smilezone where fun is more than a feeling – it's a movement.

About the Founder

Founder and Los Angeles resident, Ellen Marie Krissman, created Marie Birdie in 2022. The West Coast Legacy Collection was inspired by the spirit of her father's favored Laurel Canyon music of "peace, love, and rock and roll". Ellen grew up in a world where girls were outsiders in golf. When she was 8, her grandfather cut down an old set of his clubs and re-gripped them so they could hit practice balls together into their farm's yard. At 16, Ellen joined the school golf team, where she wrote motivational and witty messages on girls' golf tees to help lighten the team's mood before teeing off.

By 2021, now married and a mother, Ellen had introduced her girls to her love of golf. She quickly grew frustrated by the lack of fashionable, functional, and age-appropriate golf clothing for her tween daughter. She uncovered research by the Women and Sports Foundation citing girls, by the age of 14, leave sports at two times the rate of boys. Ellen launched Marie Birdie in 2022 to give tweens and teen girls the encouragement and fun focused golf clothes, to be themselves on and off the golf course.

About The Owner – West Coast Meets East Coast

Marie Birdie debuted at the 2023 PGA Golf Show in Orlando. Serendipitously, another golfer and mother of girls, Rebekah Alfond, stopped by the booth. Rebekah has an impressive amateur golf record: D-1 at Brown University, US Women's Amateur Qualifier in Massachusetts, the Carolinas, Georgia, Florida, and the Caribbean Golf Association. Her twin girls Elena and Vivi, then 8, were already competitive golfers. She, also, found girls' golf clothes limited and bland. Rebekah was so enamored with Ellen's mission and designs that she became the Florida distributor. In September 2023, Rebekah bought the company and moved it to West Palm Beach, FL.

Her immediate plans are as exciting as the brand itself. Rebekah is injecting a Miami-inspired design energy into the second collection debuting at 2024 PGA Show in Orlando, Booth 7143. In January, the Marie Birdie flagship store will open at 7116 S. Dixie Highway in West Palm Beach. For ecommerce sales, consumers can find us on our Amazon store and at: [MarieBirdie.com](https://www.mariebirdie.com).

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