

PETER MILLAR

PETER MILLAR RETURNS TO 2023 PGA SHOW

Raleigh, NC (August 16, 2022) – Peter Millar is pleased to announce its return to the [PGA Show](#) in Orlando, Florida, January 24-27, 2023, and a multiyear commitment to the event which includes the Peter Millar and G/FORE brands and licensees, JT Spencer and Hudson Sutler.

Peter Millar has a long history with the [PGA Show](#) as an important anchor exhibitor in the fashion hall. Encompassing over 6,000 square feet of space, the exhibits for 2023 promise to deliver an amazing presentation of the Fall 2023 Collections and immersive experience into the brand.

“Peter Millar is thrilled to return to the 2023 PGA Show,” said President of Golf, Todd Martin. “After the impact of COVID on the golf industry’s most important gathering, we are really looking forward to seeing our partners and friends face to face at the show.”

“We look forward to welcoming back Peter Millar, G/FORE and their licensed brands as a key exhibit in the 2023 PGA Show,” said PGA Golf Exhibitions Vice President Marc Simon. “For many years, Peter Millar and G/FORE spaces have been packed with PGA Professionals and golf buyers who are eager to personally preview their newest collections. Their presentation plans for the 2023 PGA Show will draw the attention of many and bring an exciting level of energy and buzz to the Show Floor.”

The [PGA Show](#), organized in partnership by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 70th edition of golf’s longest running and largest global business gathering. Thousands of attending PGA Professionals, golf leaders, industry executives and retailers from around the world will source new products from nearly 1,000 golf and golf lifestyle brands while attending high-level industry presentations, participating in education and career workshops, and connecting in person with peers and golf leaders to drive continued growth of the sport and the business of golf.

About PGA Golf Exhibitions

The [PGA Show](#), PGA Buying & Education Summit and PGA Show Connects are organized in partnership 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. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at [PGAShow.com](#) and follow us on Twitter, Instagram and Facebook.

About the PGA of America

The PGA of America is one of the world’s largest sports organizations, composed of nearly 28,000 PGA Professionals who work daily to grow interest and inclusion in the game of golf. For more information about the PGA of America, visit [PGA.com](#) and follow us on Twitter, Instagram and Facebook.

About Peter Millar LLC

Peter Millar LLC, a division of Richemont S.A., is a leader in the design, marketing and distribution of premium lifestyle products. Peter Millar has achieved remarkable growth and success by supplying the highest quality products to a premium limited distribution. Peter Millar offers a wide range of casual sportswear, tailored dress furnishings, and luxury and performance golf attire. The Company’s brand names include Peter Millar Crown Crafted, Crown Sport and Crown.

For more information, visit [PeterMillar.com](#), become a fan of Peter Millar on Facebook at <http://www.Facebook.com/PeterMillar/>, and follow the brand on Twitter and Instagram at [@PeterMillar](#) and [@PeterMillarGolf](#).

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