

Share this article 27 shares



ADVERTISEMENT

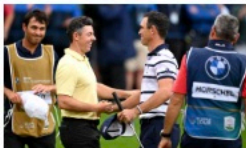


Most Popular



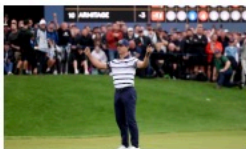
2024 LIV Golf Team Championship prize money payouts for each team in Dallas

LIV GOLF 22 hours 351 shares



2024 BMW PGA Championship prize money payouts for every player at Wentworth Club

DP WORLD TOUR 1 day 195 shares



Billy Horschel beats Rory McIlroy in playoff to win 2024 BMW PGA Championship

DP WORLD TOUR 1 day 69 shares

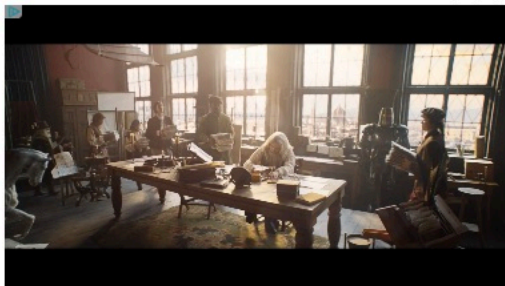
Golf merchandise spotlight: Bond film opening inspired shirt by Jaxson Maximus founder



Tim Schmitt follow

August 16, 2024 8:00 am ET

Powered by AnyClip



Christian Boehm, the founder and owner of the golf clothing company Jaxson Maximus, was watching TV when he got an idea for his Sexy Golf Girls shirts.

"The inspiration came from, you've probably seen the opening of a James Bond film, where the girls all swim through the water, and I was watching one of those one night and I'm like that's really cool, I'm going to do something like that for golf," Boehm told *Golfweek*.

As part of the PGA of America's 2025 Merchandise Summit in Frisco, Texas, *Golfweek* spent time with a number of golf brands.