



PRESS RELEASE

POMPANO BEACH, FLORIDA, JANUARY 2025

**DAILY SPORTS SHOWCASING THEIR FALL / HIGH SUMMER 2025
COLLECTION AT THE PGA SHOW 2025 IN ORLANDO**

Visit us at Booth #6451



**Introducing Our Premium Fall / High Summer 2025 Collection:
Tailored Fit, Versatility, and Timeless Heritage**

This Autumn/Winter, we proudly present our Fall/High Summer 2025 collection—a line that brings together premium quality, tailored fit, and timeless design. Perfect for women who appreciate the blend of modern functionality and heritage-inspired style, this collection is crafted to seamlessly transition from the golf course to everyday life. Each piece is designed for those who value sophistication and versatility, embodying the refined look and effortless confidence that define classic, yet modern golf attire.

Color Stories and Themes

The AW 2025 collection features color stories inspired by dynamic landscapes and timeless aesthetics, with each theme—Blue Illusions, Abstract Fusion, and Dynamic Elements—telling a story of elegance and functionality, designed to move with you on and off the course.

Collection Strategy: A Timeless Approach to Fashion

Our collection strategy follows a pyramid approach: essential styles at the base form timeless staples, while the mid and top tiers introduce limited-edition, seasonally inspired pieces. This structure enhances accessibility for all golfers—from those focused on high performance to those who seek the sophistication of golf-inspired fashion.

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Daily Sports

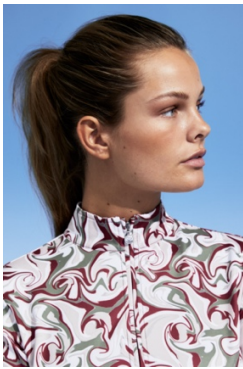


Blue Illusions

Rooted in refined, modern golf wear, Blue Illusions combines sporty elegance with an unexpected twist. The soft yet striking Blue Heron pastel harmonizes with deep tones of Bering Sea and Navy, while energetic accents of Solar Power Yellow bring vibrancy to the collection. Tailored for a confident, active look, signature details like ribbon tape along the sleeves and a playful “Water Leo” pattern ensure a premium, tailored fit that transitions effortlessly to off-course settings.

Abstract Fusion

Capturing the essence of modern sophistication, Abstract Fusion is built around bold hues of Dark Purple and Black, softened by the addition of Veronica and Pink Pansy. This refined palette exudes confidence and adaptability, perfect for versatile wear. Graphic interpretations of classic patterns—squares, geometric shapes—add a sporty edge, giving each piece a modern feel. This collection is designed for those who want a seamless look that performs on the green and looks elegant in the clubhouse.



Dynamic Elements

Inspired by nature’s palette, Dynamic Elements infuses classic fall colors with a refined, sporty touch. Earthy tones like Raw Sand, Hazel Beige, and Kalamata Khaki Green lay a warm foundation, elevated by luxurious accents of Winery Red. Unique swirl patterns and graphic details bring movement and depth, creating a versatile look that transitions beautifully from a day on the course to a casual fall outing. These hues and tailored designs promise longevity, warmth, and understated luxury.

Design and Quality for the Confident Golfer

With a palette curated to ensure longevity, our AW 2025 collection is tailored to elevate the wearer’s confidence, merging premium quality with functional elegance. Thoughtful cuts and high-quality fabrics allow each piece to provide a perfect fit that effortlessly complements both active and leisure moments. Versatile yet sophisticated, the collection celebrates a timeless approach to modern golf style.

Discover the Fall / High Summer 2025 collection: premium, tailored fit, versatile style, and timeless elegance, crafted to make a statement both on and off the course.

Daily Sports is distributed by Laird International Corp. a distributor for fashionable European brands in the United States.

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