

# The

# 2001

# Merchandise Show<sup>SM</sup>

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# News

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## The Golfweek Fashion Show

By Tom Hallen

This year's Golfweek Fashion Show is a non-stop musical dance and acrobatic presentation that simply wowed the apparel buyers attending. It was an event all its own.

Models danced the old soft shoe in the PING Collection. They swung golf clubs like a cane in a way that would have made Fred Astaire proud. Models moved gracefully in the classic comfort of their new mercerized knits, silk/cotton blends and pima cotton knits.

In the tradition of a good food fight, Ahead Headgear held their own hat fight. Models snagged samples of



Ahead's embroidered hats and Ahead-Lites visors from each other, then tossed them to the laughing crowd.

"It don't mean a thing if you ain't got that (golf) swing" was Gear for Sports lively dance presentation

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## Showcase Gives Snapshot of New Products

By Kit Bradshaw

As the 2001 PGA Merchandise Show a little overwhelming, especially when what you REALLY want to see first are the new products? Well, welcome to the New Products Showcase in

Room 230, a chip shot from the Golfweek Fashion Show venue in the Apparel area of the Show. This is (appropriately) the inaugural of the  
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