



CALLAWAY® APPAREL DEBUTS SPRING 2024 COLLECTIONS FOR MEN AND WOMEN

We Fit The Game



(Miami, FL, February 29, 2024) Callaway® Apparel is pleased to announce the launch of its Spring 2024 collections for men and women- technically superior products designed for golfers. The Spring 2024 collections offer a wide range of lifestyle and performance pieces blending enhanced style, technically advanced fabrics and performance driven designs.

“These collections accentuate the importance we place on performance for today’s active golfer,” said Oscar Feldenkreis, CEO of Perry Ellis International. “Our design team has done a great job engineering technically superior products with an emphasis on function and on-trend styles. These collections are designed specifically to help golfers feel stylish, confident and comfortable so they can perform their best on and off the course.”

Men’s Collection Highlights

The men’s collection, while staying true to the brand’s authentic, performance driven heritage and focus on innovation, is inspired by iconic golf destinations that provide a foundation for a classic golf-authentic apparel line infused with a host of performance-driven technologies. Fresh conversational prints use the terrain, as well as native flora and fauna, to capture a truly unique look within each design. Calmer statement prints in unique shapes, textures and patterns also keep the collection sophisticated and elevated.

Performance fabrics with natural fibres are crucial ingredients across the collection, as well as Callaway Apparel’s Eco Cooling Technology, which comprises gel-like fibers interwoven into garments offering an immediate cooling effect. The brand’s “ECO” focus continues with the use of recycled poly yarns made from used plastic bottles and environmentally friendly fabric ‘treatments’

which underline the brand's commitment to sustainability, the environment and a low-carbon footprint.

In addition, the Spring 2024 collection showcases a new assortment of trademark Callaway 'Chev' logo prints, including an update to the best-selling Gingham Print, with a twist.

The Spring 2024 line of bottoms, including pants and shorts, offers an unparalleled combination of comfort and performance. Engineered with advanced fabrics and innovative design, these bottoms prioritize comfort without compromising on functionality. The lightweight materials provide exceptional breathability, ensuring comfort during extended wear. Additionally, the tailored fit and flexible construction enhance mobility, allowing for a full range of motion with every swing or stride. With moisture-wicking technology to keep you dry and comfortable, Callaway Apparel's bottoms are designed to elevate your performance while ensuring maximum comfort throughout the day.



Key Spring 2024 Men's Products Include:

- All-Over Scotch Novelty Print Polo
- All-Over Chev Confetti Print Polo
- All-Over Golf Essentials Print Polo
- Florida Abstract Novelty Print Polo
- Painted Chev Trademark Print Polo
- 1/4 Zip Technical Printed Blocked Pullover



Women's Collection Highlights



The Spring 2024 collection for women is a modern authentic-to-golf feminine and sporty line that features a host of all-day active essentials with off-the-course crossover appeal. Print and design direction has been influenced by combining natural and artificial motifs to create beautiful eye-catching statements. Butterflies, flowers, birds, and textures have been used as inspiration and converted to bold and striking visual patterns on each garment.

Geometrics are updated with playful, overlapping shape-effects, while florals have a refreshing appeal of abstract form and the use of Callaway Chev logo detailing. For Spring 2024, Callaway Apparel continues to expand its popular dress offering by updating classic styles with the addition of Chev trademark seams and details, as well as new print options.

A new fabric update also debuts in the Sun Protection category with the introduction of an all-new nylon/elastane texture with cooling properties, which is ultrasoft to the touch. Updated bottoms have also been added to the range, including a new perforated Chev Logo skort and a new asymmetrical Color Block skort. A new, super-lightweight, four-way stretch pull-on trouser has also been introduced.



Key Spring 2024 Women's Products Include:

Two-Tone Geo 1/2 Sleeve Zip Polo
Short Sleeve V-Placket Color Block Polo
Geometric Floral Dress
Birdie/Eagle Printed Sun Protection
17" Gradient Wave Flounce Skort

On the course, Callaway Apparel is sported by professional ambassadors at the highest level including, PGA TOUR member Max Greyserman, PGA TOUR veteran and TOUR winner Brian Stuard, PGA TOUR member Harry Hall and LPGA Tour player Emma Talley.

"We're always focused on creating collections that bring together fashion and performance in versatile garments of superior quality, and that is brought to the fore in the men's collection," added Feldenkreis. "In addition, our women's collection features carefully-considered accents and fine detailing. It's a product line rich with bold patterns and strong color palettes and highlighted by a host of leading fabric technologies and innovations within its DNA."



Key Technologies for the Men's and Women's Spring 2024 Collections Include:

SwingTech™

Featured across the collection, SwingTech™ fuses athletic performance with a classic fit, and game-changing innovation. Re-engineered construction and materials provide noticeably less restriction and more stretch to maximize your range of motion on every swing.

Opti Dry™

A fast-drying Polyamide based fiber technology that offers the wearer the benefit of exceptional moisture management to keep you dry and light during activity in warm conditions. It transfers moisture away from the body so you remain comfortable and ready for your game.

Singtex® StormFleece™

Your best choice for any weather, this is an innovative fusion of softshell and fleece making any garment featuring this standout technology, the do-it-all performance apparel for every season. Wind-resistant, rainproof, durable, warming and breathable.

PrimaLoft®

Callaway layering featuring PrimaLoft®, offering insulation to the highest level, is incredibly lightweight and very packable, making them easy to store. PrimaLoft® is a golf industry leader in weatherwear and layering materials, fills and fabrics. It is the first biodegradable fabric and can be recycled over and over again.

Aquapel™

Offering next-generation water repellency, Aquapel™ is an ecologically-friendly treatment that causes liquids to bead and roll right off the fabric surface. It repels the elements, resists any spills, and always maintains premium breathability.

The men's and women's Spring 2024 collections are available at www.callawayapparel.com, select retailers and leading golf and country clubs around the world.

#IWEARCALLAWAY

About Callaway Apparel

At Callaway® Apparel, we celebrate golf's rich heritage by creating products that honor its past while defining its future. Callaway® Apparel is the ultimate combination of golf authenticity, classic styling and technically advanced construction because apparel that offers quality, performance, and functionality is as important to golfers as the equipment they use. Callaway® Apparel men's and women's golf apparel is licensed and developed by Perry Ellis International, Inc., a global leader in fashion apparel and is available at: www.callawayapparel.com, select retailers and leading golf and country clubs worldwide.

About Perry Ellis International

Perry Ellis International, Inc. is a leading designer, distributor and licensor of a broad line of high quality men's and women's apparel, accessories and fragrances. The company's collections of men's dress and casual sportswear, golf sportswear, lifestyle men's sportswear and women's lifestyle collections are distributed through major retail channels. The company, through its wholly owned subsidiaries, owns a portfolio of nationally and internationally recognized brands, including: Perry Ellis®, An Original Penguin by Munsingwear®, Cubavera®, Ben Hogan®, Savane®, Grand Slam®, John Henry®, Manhattan®, Axist®, Farah®. Laundry by Shelli Segal® and Rafaella®. The company enhances its roster of brands by licensing trademarks from third parties, including: Nike® for swimwear, and Callaway®, PGA TOUR® and Jack Nicklaus® for golf apparel and accessories. Additional information on the company is available at www.pery.com.

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