



## **CALLAWAY® APPAREL INTRODUCES NEW PREMIUM COLLECTION FOR MEN**

*New, timeless, high-performance apparel line, with meticulous attention to detail, showcases the company's finest expression of craftsmanship, materials, and technical innovation*

*WE FIT THE GAME*



(MIAMI, FL. – March 5, 2024) Today, Callaway® Apparel revealed its all-new Premium collection of apparel for men, the company's finest expression of craftsmanship, materials, and technical innovation designed for the player seeking the best in form and function.

Available now, this elevated menswear capsule brings together elegant silhouettes with a refined sporting edge, and has been created with meticulous attention to detail, for the discerning golfer demanding the very best form, ultra-premium function and performance.

"We are excited to bring the exclusive Callaway Premium collection to market," said Oscar Feldenkreis, President and CEO of Perry Ellis International. "It's a beautiful, luxurious and carefully curated collection for the dedicated golf aficionado who aspires to wear the finest high-performance apparel, both on and off the course. This unparalleled luxury apparel collection represents the perfect fusion of function and fashion."

The Premium collection was conceived by leaders in technical apparel and specifically designed for golfers. An exclusive and concise collection of ultra-premium garments, the Premium collection represents the best craftsmanship, materials, and technological innovation in the industry. The collection offers an opportunity to be part of something special, where less is subtly more.

"We are proud to be involved with our partners at Perry Ellis who have created an exceptional upscale apparel collection that fits well with our premium brand and our corporate wide

commitment to products that our founder, Ely Callaway, called ‘pleasingly different and demonstrably superior’,” said Chip Brewer, President and CEO of TopGolf Callaway.



#### **Highlights of the 2024 Premium collection include:**

##### **Polos**

###### **Premium Heathered Polo**

Featuring a two-tone soft-touch fabric for an incredible hand feel, this classic design is elevated simplicity at its best. Constructed using a high gauge knit process and premium yarns for longevity, the Premium polo shows fewer creases after washing, and an always-new appearance. Polygiene® is integrated into the fabric to reduce odor and keep players feeling fresh.

###### **Premium Fineline Polo**

A subtle fineline design provides an eye-catching look. Featuring an incredible hand feel, this polo is constructed using a high gauge knit process and premium yarns for longevity, fewer creases after washing, and an always-new appearance. Polygiene® is integrated into the fabric to reduce odor and keep players feeling fresh.

###### **Premium Fashion Stripe Polo**

A refined modern stripe polo featuring an incredible luxe natural hand feel. Drirrelease® provides superior moisture management by engineering special yarns into the textile construction without chemicals.

###### **Premium Jacquard Polo**

The classic jacquard features an incredible hand feel fabric that is constructed using a high gauge knit process and premium yarns for longevity, fewer creases after washing, and an always new appearance. Polygiene® is integrated into the fabric to reduce odor and keep players feeling fresh.

##### **Pants & Shorts**

The classic five-pocket pants and shorts are crafted from elevated premium soft yarns and construction for superior lightweight performance. Advanced moisture management keeps you dry on and off the course.



## **Outerwear**

### **Premium Cashmere Sweater**

The ¼ zip Mongolian Cashmere Sweater is crafted from 100% responsibly sourced Grade A long staple royal cashmere. Specially engineered for the elite golfer with higher tension rib cuffs and hems for better stretch recovery.

### **Premium Crewneck Sweater**

The crew sweater features a luxe blend of cotton, cashmere, and core spun nylon for a luxe trans-seasonal option. Added saddle shoulders offer a greater range of motion, and specially engineered rib cuffs and hems provide better stretch recovery.

### **Premium High Gauge Quilted Jacket**

The timeless Harrington jacket that straddles golf and leisure. Crafted with a fine gauge synthetic fabrication, the jacket features fluorocarbon-free water repellency, is engineered for optimal mobility, and PrimaLoft® insulation for lightweight warmth.



### Premium Features & Benefits

**Alloy Buttons** - Color-matched to each garment and offer superior durability due to their unbreakable nature.

**Collar Stand (Polos)** - The lightweight stretch fused into the collar stand provides enhanced comfort and flexibility.

**Self-Collar** - The specially-crafted interlinings provide a more structured and tailored self-collar spread.

**drirelease Technology™** - Each thread has been engineered with drirelease Technology™ - a chemical-free blend of hydrophobic and hydrophilic fibers that produce quick-drying, permanent moisture management that is both eco-friendly and sustainable.

**Polygiene®** - The synthetic polos are made with Polygiene®, an all-natural silver chloride found in soil and water that inhibits the growth of odor-causing bacteria. This ensures an odor-free garment wear after wear. The Polygiene® finish is integrated into the yarn itself, so it will last the lifetime of the garment.

**Swing Tech® Technology** - Engineered seam to give better range of motion and flexibility.

**Elevated 'Bug'** - Polos feature a subtle Callaway Chevron bug label on the right sleeve hem.

**Nickel Zippers** - The semi-auto lock sliding zipper is made with matte nickel coating and is engraved with the Callaway Chevron logo. This high-quality zipper ensures that the garment stays closed even when under pressure.

**Special Rib Cuffs and Hems** - Re-engineered rib cuffs and hems on sweaters for better recovery and superior compression.

**Embroidery** - A tonal Chevron has been embroidered onto sweaters for a premium finish.

**Elastic Thread** - Polos are crafted with premium elastic threads, resulting in enhanced stretch and recovery, making them more comfortable to wear and easier to care for.

Callaway Premium is now available at <https://www.callawayapparel.com/pages/callaway-premium>, leading golf and country clubs and select retailers around the world.

### 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](http://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 collection of dress and casual shirts, golf sportswear, sweaters, dress pants, casual pants and shorts, jeans wear, active wear, dresses, and men's and women's swimwear is available through all major levels of retail distribution. The company, through its wholly owned subsidiaries, owns a portfolio of nationally and internationally recognized brands, including: Perry Ellis®, An Original Penguin by Munsingwear®, Laundry by Shelli Segal®, Rafaella®, Cubavera®, Ben Hogan®, Savane®, Grand Slam®, John Henry®, Manhattan®, Axist® and Farah®. 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. Additional information on the company is available at [www.perry.com](http://www.perry.com)

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