

CALLAWAY

LEGACY COLLECTION

The Callaway spirit, evolved

Elevated, versatile, and undeniably stylish, the new CALLAWAY Legacy Collection is golf-inspired apparel, reimagined



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(London, UK, March 31, 2025) - Callaway Apparel proudly introduces the CALLAWAY Legacy Collection, a groundbreaking evolution of golf fashion that seamlessly blends heritage with contemporary versatility.

Designed for life beyond the course, this collection redefines modern menswear, empowering style-conscious individuals and golf lovers to express their individuality with confidence.

Shot through a fashion-first lens and also debuting an all-new Callaway 'groovy' logo for the first time, the CALLAWAY Legacy Collection embodies attitude, meticulous craftsmanship, and a compelling design narrative. A cohesive colour story and consistent design language make each piece feel intentional and effortless - an evolution of the Callaway spirit.

Reinventing classic sportswear with a modern streetwear edge, the collection draws inspiration from Ely Callaway's revolutionary approach to golf club design, translating that same ingenuity into menswear.

Sophisticated yet versatile, every piece is defined by refined details, including collegiate-inspired badges, patches, and embroideries, as well as sporty contrast blocking and jacquard fabrics that enhance breathability, elasticity, and performance.

Designed for transitional wear, the layering and outerwear pieces incorporate collegiate and utility influences, striking a balance between contemporary aesthetics and functional design.

The result is a collection that moves effortlessly from the fairway to everyday life, with a multi-functional crossover appeal that resonates beyond the golf course.

Two Signature Capsules:

- **Groovy Play** - A retro-inspired take on the Callaway logo, featuring a sophisticated neutral palette accented with a bold green colour, for a refined yet playful aesthetic.
- **Triple Track** - Inspired by Callaway's Triple Track Golf Ball technology, this capsule showcases deep marine blues and navy shades, punctuated by bold red accents for a striking, performance-driven look.

Helen Willsmer, Brand Director, Callaway Apparel, commented: "The CALLAWAY Legacy Collection redefines modern menswear, empowering a new generation to express their individuality with confidence.

"We have worked closely with the Callaway hard goods team to identify men that love the Callaway brand but up to this point may not have worn our golf-authentic clothing. We have subsequently identified customers that will undoubtedly prefer the lifestyle and fashion-led look that the Legacy Collection gives them."

For retailers interested in learning more about CALLAWAY Legacy Collection, please contact Stuart Neillie, e-mail: stuart.neillie@pery.com, telephone: 07984 416331.

For general stockist enquiries, telephone: +44 (0)1376 504 395 or email: golf.europe@pery.com

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Notes for Editors:

Callaway Apparel

Perfectly aligned with Callaway's market-leading hardware, Callaway Apparel is innovative, performance driven, and authentic, to provide golfers with the destination for modern golf attire.

Managed under the Perry Ellis International roster of golf brands, Callaway Apparel celebrates golf's rich heritage by creating products that honour its past while defining

its future. Innovative fabrics, classic styling and technically advanced construction combine to create true modern garments applicable for all seasons.

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

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