



Stylo has become the latest Golden Key supporter and with a new range of BIGGA work wear and a new golf shoe carrying the BIGGA name the partnership has started with a bang...

Putting on the Stylo

Trevor Walker and Neil Thomas
make the new relationship official

A relationship which began at The Open Championship at Royal Birkdale last year has developed to the point where Stylo Matchmaker has become a Golden Key supporter of the Association.

The partnership which has grown since last July - when Stylo kitted out the Greenkeeping Support Team in such splendour - to the extent that the company has produced a golf shoe which carries the BIGGA name and developed a range of BIGGA work wear which is competitively priced and designed to fulfil the needs of anyone working in the greenkeeping profession.

Stylo Matchmaker is headed by Trevor Walker, a well known face in the golf industry for many years, and it is his drive and vision which has brought his company and BIGGA together.

"I first worked with BIGGA during the Troon Open two years ago when I was Managing Director of Spalding and when I came here eight months ago it struck me as natural that we should work together. I felt it would be good for us and good for BIGGA," explained Trevor.

"I like what BIGGA is trying to do and I thought if we added some visibility we could be a hell of a partnership," he added.

Stylo Matchmaker International Ltd is made up of a number of companies - Stylo Golf; Harry Hall; Cottage Craft and Masta.

Stylo Matchmaker made its name as the football boot worn by George Best in his heyday and dominated the football boot market for a number of years. It is now equally dominant in the fashion side of the equestrian market and under its new management team it is rebuilding the golf side of its business.

Harry Hall was established in



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1894 and is the oldest part of the company. Harry's father was a race horse trainer based in Newmarket and Harry made a name for himself as a painter of horses before developing a range of gentleman's clothing. For many years this formed the gentleman's clothing side of Austin Reed and at the top end of the market.

Cottage Craft makes anything you could put on a horse from the bridle and bit to the saddle itself and travel wear for horses to prevent injury in transit.

Masta is the major player in the horse blanket and under the saddle wear market.

"Stylo Golf is very well established but I believed we needed some credibility behind a brand that was seen as aimed at the mass market value for money end and BIGGA is playing a huge part in that credibility statement," explained Trevor.

"The kind of adverts we are going

to be running for the new BIGGA shoe are along the lines of the unsung heroes of golf and if it wasn't for them none of us would have a course to play on. They are out there for 6.30 until late in the day, particularly in the summer, in every conceivable condition you can imagine. So if we could produce a shoe that is suitable for those guys to wear then they have got to be suitable for someone who just wants to play 18 holes of golf."

Trevor sees the work wear as another opportunity to promote the image of the Association.

"In our opinion the greenkeepers need to be seen as professional. They are just as much a professional as the golf pro but I don't think they are given true credit for being so. The new work wear will provide the opportunity to look more professional and, with the corporate image, for BIGGA to be seen as a body."

Trevor was quick to see the cross

over potential of a great many items from their Harry Hall equestrian range.

"Effectively because of stable situations in the equestrian side we almost had a work wear range for greenkeepers already in place which, in many instances only needed slight alteration.

If a horse steps back on you it's quite a bit of tonnage so boots had to cope and it is the same for the heavy machinery that greenkeepers use regularly.

"At each stage in the development of the range we kept BIGGA informed and we even sat down with a group of greenkeepers during The Open and went through a number of our ideas with them.

"We are excited about our relationship with BIGGA and the new work wear range which we look forward to launching at BTME."

By linking Stylo Golf and Harry Hall Stylo is hoping that the mixture of mass market appeal and the more up market appeal of the respective brands will lead to the best of both worlds. Even if we don't sell an enormous amount it will be a statement from us as to where we want to go.

"When I arrived I knew that our clothing range was exceptionally strong but I want it to be more exciting and I want to get to the quality we have in the equestrian market.

"We see the Harry Hall range as aimed at the non sports specific but sport related market. It is almost apres golf. I think the days of guys standing around with logos blinding people are gone. People are into much more subtle logos now - tone on tone for example," said Trevor, whose infectious enthusiasm for the industry can't easily be hidden.

Stylo will also be using the BIGGA logo to help promote a series of Schools of Excellence which they are spon

Last year's Open Greenkeeping Support Team share Mark O'Meara's winning moment dressed from head to toe in Stylo gear.

