

PGA Show Hints at Fashion Trends



Certain trends in golf apparel were revealed under the tent at the 1969 Professional Golfers' Assn. show in Florida. Although there were no radical style changes, new fabrics, subtle design emphasis and expanded color charts did appear. GOLFDOM took a careful look up and down the aisles and recaps its observations below.

FABRICS

Knits, invading every facet of the apparel industry, have also made an impressive entry into the golf market. Trousers as well as dresses appeared in the new polyester knits and doubleknits in various weaves. Added dimension

and texture are key words in other fabric news as seersuckers, sculptured piques and new waffle weaves make headway in both the men's and ladies' lines.

SHIRTS

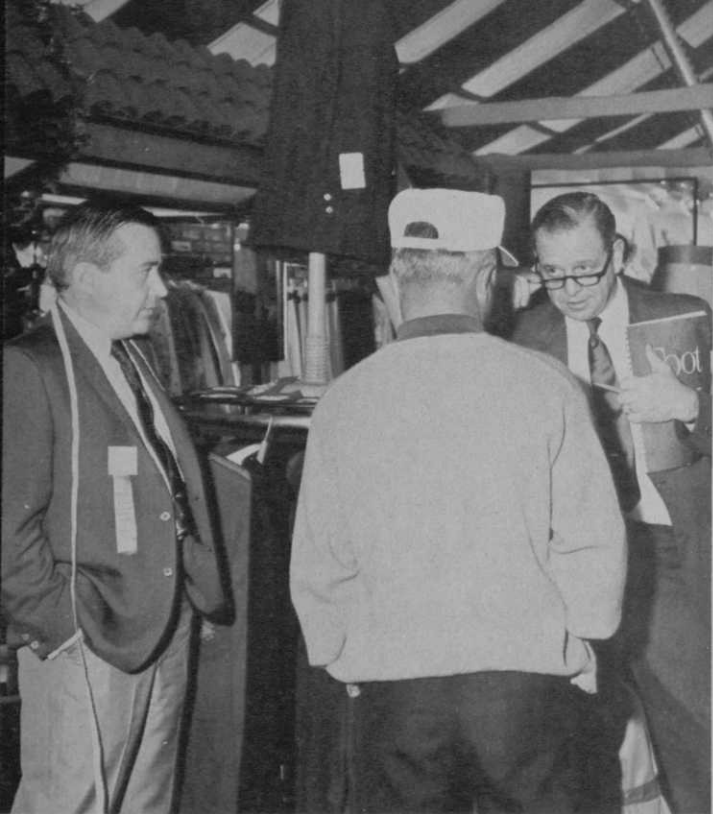
The classic golf shirt with placket collar came on strong in most lines. New styles, however, are giving this classic some competition. The raglan sleeve has made a definite impression. The mock-turtleneck seems to be holding its own with slight variations in the height of the mock. It seems to be a safe bet in most lines. The Nehru collar is all but obsolete; the crew neck and collarless placket hint at a stronger future. Back

zippers have been added to many of the shirts in the women's lines. There has been and still is some hesitancy for a strong support of the v-neck sleeveless shirt for women because of "suntan lines." The jewel neckline is still popular. New easy-to-care-for-synthetic yarns appeared in both the men's and ladies' shirt lines.

SWEATERS

The traditional alpaca v-neck cardigan continues to strongly influence the golfer's wardrobe and the pro's stock. There seems to be a newly exerted emphasis on color range expansion as well as an effort to introduce patterns for

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*Under the PGA tent,
big enough to house
any circus, the pros came
to look and stayed to buy*





Golf business is learning to buy and it takes a lot of learning. Under the big tent at Palm Beach Gardens some 1,200 progressive professionals turned out for the PGA show. Estimates of how much buying was done at the PGA ranged from \$3 million to \$5 million. At \$5 million the average per buyer, pictured here on the buying floor under the tent, spent \$4,200 and average sales per exhibitor ran to about \$40,000. Considering that the four days of business consisted of only a minority of the PGA pro-businessmen who have done most of their major buying of playing equipment the preceding fall, this is quite a total.



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additional variety. Matching sweater sets for men (v-neck cardigans with short-sleeved mock-turtlenecks) showed up in a wider range of synthetics with new color coordinating possibilities. Stripes often played an important role in these sets and were color keyed to mix and match with background colors.

SLACKS

Western pockets definitely have taken a stronghold and seem to be the preferred slack in many lines. Slash pockets, however, are still being offered. With the acceptance of Western pockets, the half self-belt and extension waistband are taking a firm hold. Golfers seem especially receptive to

the off-center fastening.

CULOTTES

The unending attention given to the culotte seems to be paying off. The culotte has been given new and ingenious treatments and appears under the guise of dirndls, kilts, wrap-arounds and pleats. The dress culotte, although still rather weak in style as well as number, has gained some popularity and has all the possibilities of becoming even stronger next year. Joining the culottes were a few short jumpsuits.

PATTERN AND COLOR

Stripes played a role in most '69 lines. They ran vertically on slacks; appeared on shirts—sometimes widely spaced, sometimes close

together. The thin stripe predominated. Summer and spring plaids and windowpanes for the most part appeared large, many coming up on white backgrounds. The overall feeling is kept light and fresh. Colors for '69 touched often on the soft hues, especially purple, turquoise and green. Rhubarb as a color for men gained further strength over last year, and there was some emphasis on clear yellow and orange. Red, white and blue, strong in the general apparel market for spring, showed up also in many of the golf lines.

WEARABILITY

In the expensive lines as well as in the lower-price ranges, emphasis for '69 seems to be on wearability. Washable, permanent press and soil resistant fabrics were more apparent than ever before.

HATS AND GLOVES

Golf hats showed great variety in fabrics, style and colors. Both construction and design were intentionally geared to the needs of the golfer making a point, for example, to include sweatbands.

Golf glove manufacturers continued to show expanded color charts. Closings varied from elastic to snaps to Velcro strips.

SHOES

Golf shoe manufacturers, keeping up with the apparel market, showed an ever-widening selection. Suede was re-introduced in many lines, often in combination with leather or a poromeric. Patents and shiny poromerics appeared often in clear, bright blue, red and green. Acceptance of two-tone shoes has encouraged some manufacturers to come out with shoes in three colors, and more! Simulated snake and alligator continue to make a strong impression. The monk strap shoe has been taken more seriously and appeared in several lines.

OTHER ITEMS

Also shown at the show were additional items for a more personalized pro shop. Handmade crests, available with the club's insignia, as well as novelty items such as personalized glasswear, pewter mugs and jewelry were offered. Hand decorated ladies summer bags were also offered. □

