

SHOOTING SUBSEVENTY HERE IN THE USA

by Mark Bruce, PGA Professional

Sarasota resident brings “SubSeventy” apparel line to the U.S. market. Along with it comes a modern European flare for golf fashion that is quickly catching the eye of golfers across the country.



Sarasota, Florida — September 2010 — Trendy, stylish and affordable can now be associated with golf clothing. SubSeventy, a British company, aims to redefine the rules of what to wear on the golf course. Modern styling and serious functionality are the ethos of the brand.

SubSeventy Golf clothing teed off in England in early 2004. Their mission from day one was to produce a range of golf clothing that would inspire and excite customers. “We wanted to take golf fashion to the next level and offer some of the funkier clothing on the market”, states Stuart Lawrence, director of U.S. sales and marketing for SubSeventy.

“Since our launch, we have gone from strength to strength, continuously improving both quality and design. We are dedicated to creating unique and innovative products focusing on function, as well as style, using the highest quality performance materials available. As a result of our commitment, we are now recognized within the U.K. and Europe as one of the leaders in stylish modern golf clothing”.

“Based on our success in the U.K. and Europe, we have now brought SubSeventy ‘across the pond’ and set up a U.S. distribution center. We believe our European athletic fit and trendy designs will be a huge success in the U.S. golf apparel market. To ensure this success we are working with various golf forums and media sources to create awareness of the SubSeventy brand in the U.S.”

Lawrence describes himself as a ‘keen’ golfer with a love for the game and a passion for style. He spent 26 years working for several of the world’s largest sports brands and fashion houses in Europe and is excited by this new brand, and its place in the golf industry. “There is huge interest from the new wave of golfer coming to the forefront of the American and European golf tours to create their image based on distinct styling”, says Lawrence. They have already secured several tour players to help support and promote SubSeventy. Ewan Porter is riding high on the Nationwide Tour with a win to his name this season at the South Georgia Classic. He also qualified to play in the 2010 British open at the home of golf St Andrews. Eric Axley is a past winner on the PGA tour and finished in the top 10 of the U.S. Open in 2008.

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SubSeventy has it.

Even in the best of times, it's tough to break into the golf industry as a new company. Some have it. Some don't. SubSeventy has it. SubSeventy will survive with their off-beat style and fashion-forward line that sets them apart from other golf companies. SubSeventy found a niche in apparel that was geared toward younger people taking up the game and even middle-aged and older golfers who are staying in shape and able to nicely wear the fashion forward garments. Visit their website to purchase www.subseventy.com

