

GOLF WEEK'S  
DEFINITIVE GUIDE TO  
**THE GOLF LIFE**  
2009

▼ FASHION ▼



**Lija Riva Sphere Polo**  
94% nylon/6% spandex creates a lightweight technical pique fabric with stretch, providing the ability to combine fashion, function and femininity. Moisture wicking and quick drying. **MSRP: \$95**

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from recycled polyester perform to the same high standards as virgin polyesters and are continuously recyclable.

Another factor in the improvement of synthetic-made apparel is the method in which tech fabrics are treated to obtain their breathability, moisture-wicking, antimicrobial and sun-protection factors.

After-market additives such as chemical dips, known as "off-the-rack tech fabric," do not stand up for the life of the product; they dissipate after a short time with normal wear and laundering. Inventive characteristics constructed directly into the yarn of fabric make clothing perform and last – a process already adopted by many golf apparel manufacturers.

Tech fabrics are becoming more stylish and luxurious in appearance with production processes that add design features at the time the textile is fabricated, such as perforations, subtle mesh patterns and color-blocking, which often doubles as a performance function. Fabricating a softer end product enhances comfort.

For tech apparel brands to fuel the growth of synthetics and drive consumer appeal, one objective is clear: continue to develop "smart fabrics" that target specific functional end use in the active outdoor sportswear market. ■



**Greg Norman Collection MLSO Polo**  
Dubbed the "travel shirt," the combination of high gauge knitting with micro-filament yarns produce wrinkle-free and easy-care characteristics. Moisture wicking and UPF 50+. **MSRP: \$69-\$75**



**Dunning Interface Stretch Classic Rib Polo**  
95% technical polyester/5% spandex. Permanent moisture management won't wash or wear out. UPF 40+, anti-microbial for odor control and extremely breathable. **MSRP: \$79**



**Nike DryFIT Body Mapping Polo**  
Lightweight moisture management and stretch ventilation engineered into fabric zones. Environmental chamber testing delivers technology to cool the body where needed most. **MSRP: \$60**



**adidas CoolMax Pant**  
100% CoolMax everyday fabric with mechanical stretch. Ventilation panels provide cooling in high-heat/high-perspiration zones. Moisture wicking, quick dry, wrinkle and stain resistant. **MSRP: \$75 pants, \$65 shorts**



**Puma Golf Half-Zip Jacquard Polo**  
Cyclotfresh fabric technology activates upon contacting moisture. Cyclodextrins and circular sugar molecules absorb perspiration particles to lock in odor and washes clean. **MSRP: \$65**

