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Under the direction of president and CEO Mike Setola, Greg Norman Collection has made many changes – from a new marketing plan to changes in the way the line is now presented

Focus

Some months ago, executives at Greg Norman Collection examined their marketing approach and came to a stark realization: They weren't taking full advantage of their two greatest assets – Norman himself and the shark logo.

"It's all about using what you've got, particularly in this economy," says president and CEO Mike Setola. "The image of Greg is a great asset to us, and the shark as well. We've made a major investment in advertising the brand, trying to use that to our best advantage in connecting with the consumer."

Manufacturers have had to adjust to the difficult economy in

many ways, and changing the marketing plan was only one of the strategies recently executed by Greg Norman Collection. The New York-based company also made some major adjustments to the way the line is presented and completely revamped their women's apparel as well.

In the area of presentation, Greg Norman designers have upgraded the brand in terms of quality and features (ie: aerated collars, fancier buttons, higher stitch counts) without raising their prices.

"We haven't been affected by the price compression going on in the big box," Setola says. "From the pro standpoint, that's the



benefit of the brand – we've stayed true to luxury. We've seen pros consolidate brands, stick with the ones they trust the most, and we've been the beneficiary of that trust."

The brand has always had multiple deliveries, but whereas each delivery used to have a very distinct color story, they now all work together to make merchandising as easy as possible. At the end of the season, all leftover pieces from the different deliveries can still be merchandised together, and the shop is not burdened with a lot of odd pieces.

Greg Norman Collection has also upgraded its basics, taking tried-and-true PlayDry technology and offering it in more advanced products like 2-Below and the ML50 luxury polo. "We're not just out there knocking out the same PlayDry fabrics year after year," Setola says. "We're trying to bring newness to the consumer so they'll make a purchase."

Another major change at Greg Norman Collection has come in its women's category, which has been completely revamped beginning



with fall 2009 – starting with the new, more feminine logo with lower case lettering. The company hired Dana Coppolino, who had previously designed her own brand, to bring more fashion into the line and make it more appealing to golf shop merchandisers.

Again, it was about keeping pricing stable while upgrading fabrics and adding features. "If people are going to spend X amount on a garment, I had to ask myself how could we make it work in terms of styling and design for on and off the course," Coppolino says. "We had to give people more for their money."

Seasonal Essentials – which are fashion basics done in PlayDry fabrics –

have been upgraded to include new details like contrasting collars and cuffs. "If you're going to offer something that basic at the same price point, you're going to have trouble," Coppolino says. "It's important that they have a shelf life. Take certain color ways and pieces and carry them through the deliveries."

Each delivery in the new women's line flows seamlessly into the next, and there are pieces that work throughout the collections. She has put together tight groups where one or two bottoms go with several tops – and whereas in the past, the same style shirt was offered in a different color in each grouping, now each grouping has a unique shirt with its own styling details.

Adds Coppolino: "Each delivery is completely different, so the floor is always fresh." ●



GREG NORMAN