

The Arnold Palmer Brand announces a new luxe golf and lifestyle apparel line

By Addie Parker



As the pros are teeing it up at Bay Hill for the Arnold Palmer Invitational, Palmer's brand announced that it will be releasing a new line of golf and lifestyle fashions. The new line is crafted with custom fabrics and will feature modish silhouettes inspired by its iconic namesake's legendary personal style. From merino wool to cashmere—the collection is comprised of a range of shirts, sweaters, and pullovers. The collection will be available at select golf clubs and retail locations across the United States and the UK beginning in May.

Over the course of his career, Palmer accumulated over 60 PGA Tour wins, including seven majors (four of them were as a Masters champion), but [he was also arguably one of the most fashionable men of the 20th century](#). His nonchalant elegance made him an easy fan favorite, someone whose style was relatable and easy to replicate. His three-button polo was almost always unbuttoned, allowing for a loose fit, but never sloppy, and his cuffs hit the middle of his bicep just right. His

effortlessly cool ways (and golf game) are nearly impossible to imitate, it's an innate gift, suited for a king, but this collection takes a swing at bringing Arnie's Army a bit closer to this nostalgic time



The new AD Palmer collection complements the King's approach to life and style. The artisanal attention to detail and elevated yet unpretentious stylings are suitable for modern-day golfers who embrace the mid-century American aesthetic.

The collection was produced in Italy with luxe Italian fabrics that will be sold at a higher price point, ranging from \$175 to \$575. This line is being brought to market with direct-to-consumer sales, meaning you won't be able to purchase pieces from an Arnold Palmer website but rather only through select retailers hand-picked by the brand.



“From my dad’s humble beginnings, how he presented himself was of paramount importance to him, a fact reflected in his consistently neat, clean personal look,” said Amy Palmer Saunders. “I believe the AD Palmer collection, from our partner Full Turn, reflects my father’s own approach to style and to life, with quality craftsmanship and straightforward design. I know that he would be humbled by the commitment of the designers, artisans and many others who spend so much time attending to every detail, ensuring that his name and legacy are so fittingly honored.”