

New Golf Clothing Range Launched In Leicestershire.

Golf clothing, along with equipment, has changed a lot over the years. Now a young Leicestershire PGA professional Andy Smith (22) is taking golf apparel to a new level. His brand Parallel Clothing, founded earlier this year, is proving highly popular with fellow pros and amateurs alike.

His clothing range is appropriate not only for wearing on the course, but also as smart casual fashion for a wide range of occasions. Inspiration for the collection has come from designer and high street fashion trends but adapted to comply with golf club dress code rules.

The range includes polo shirts in striking designs and outerwear with very stylish touches which make them perfect to wear away from the golf course too.

The fashion features include many design features, such as contrasting stitching, off-set plackets, drop shoulders, and prominent seam details. Andy explains: "Our collection is something completely different to anything that is in the marketplace currently. We intend to become trend setters and lead the way for fashionable golf clothing"

"I have always been interested in golf and casual wear and as a teaching professional appreciate how important it is both to feel comfortable while playing and to be relaxed and confident away from the course. All garments are very fashionable but a lot of consideration has been put into the practicality of our collection."

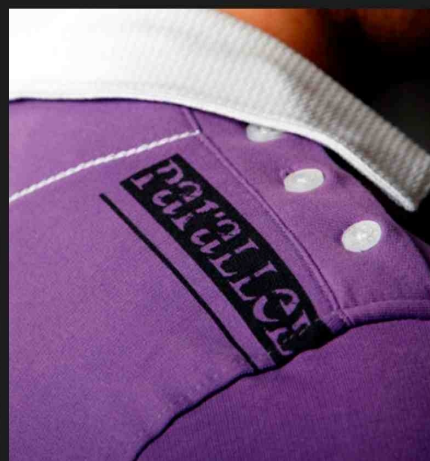
"I am delighted with the response and am pleased that my clothing styles are being worn now by one of the region's best known and successful professionals Craig Shave from Whetstone GC. We have also gained many ambassadors within the UK and worldwide helping to gain exposure and promote the brand."

At present Andy is selling the Parallel collection through agents in the UK and Ireland, online and has his sights set on becoming a global brand having sealed a deal with an international distributor. He adds "The company is expanding rapidly and we are working hard to keep up with the demand from customers and retailers."

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