A QUARTER CENTURY OF STAYING AHEAD!

Founded in 1995 in a garage in Mattapoisett, Massachusetts, AHEAD has since evolved into a leading provider of headwear, apparel, and accessories to the golf market. Our original inspiration was to add creative ornamentation to what was otherwise a very traditional and conservative product category. Not only was this a smashing success but we paved the way for more creative and unique headwear in golf for years to come. We are still leading that charge across multiple product categories and today our products can also be found in the corporate, resort, and collegiate markets – as well as numerous professional golf events and at www.aheadusashop.com. We are continually exploring new and innovative ways to help our customers bring their logos to life. As a part New Wave Group out of Sweden since 2011, and with a culture focused on backing up great innovation with great service, AHEAD is poised to keep going strong. So as we reflect on 25 great years and look forward to the next 25 we thank our wonderful associates and the many loyal friends and customers that have supported us throughout the years.

ORNAMENTATION - MIX IT UP

Nobody has more ways than AHEAD to help you present your logo in so many eye-catching, and innovative ways. With variety like this, people will jump to buy souvenirs when they come to visit you… and show them something different again next time!

- Felt Appliqué
- Chenille
- Chain Stitch
- Printed Vintage Label
- GrafixWeld
- Screen Print
- SonicWeld
- Performance Rubber Appliqué
- Vintage Label w/ Embroidery

CORPORATE SOCIAL RESPONSIBILITY

AHEAD, LLC is committed to a platform corporate responsibility, striving for business solutions that integrate financial responsibility with long term social and environmental perspectives. AHEAD is also committed to ensuring fair working conditions in our supply chain and is a member of FLA.

LICENSES & AFFILIATIONS

AHEAD USA - WORLD HEADQUARTERS

Come Visit Us!

AHEAD, LLC 270 SAMUEL BARNET BLVD NEW BEDFORD, MA 02745
W: AHEADWEB.COM P: 800 282 2246 F: 508 985 3048

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ICON LEGEND

MOISTURE WICKING
UPF 30
WATER RESISTANT
BREATHABLE
LIGHTWEIGHT
ANTI-PILL
ANTI-MICROBIAL
THERMAL REGULATION
WIND RESISTANT
STRETCH
WRINKLE RESISTANT
GRAFIXWELD
SONICWELD
NEW COLORWAY
White, True Navy & Scarlet

Spring 2020 Women’s Fashion Collection

ADELE
KC70-1000 White
EMERSON
KC75-4101 True Navy
ARIETA
KC71-4101 True Navy
WAYLAND
KE32-1000 White
JENNINGS
KA15-1000 White
WAYLAND
KE32-4101 True Navy
DEARBORNE
KC78-4101 True Navy
HILLCREST
KC76-4101 True Navy
AURORA
KC73-4101 True Navy
WAYLAND
KE32-4101 True Navy
CAMERON
KC74-1000 White
WAYLAND
KE32-1000 White
MELISSA
KA17-4101 True Navy
EMERSON
KC75-4101 True Navy
ASHTON
KC72-1000 White
WAYLAND
KE32-4101 True Navy

* Shoes courtesy of FootJoy
Scarlet, White & True Navy

**KC70**  ADELE  $59.00
95% POLYESTER / 5% SPANDEX  S-XL
- 1000 WHITE
- 4101 TRUE NAVY

**KC71**  ARIETA  $59.00
95% POLYESTER / 5% SPANDEX  XS-2XL
- 1000 WHITE
- 4101 TRUE NAVY

**KC72**  ASHTON  $59.00
95% POLYESTER / 5% SPANDEX  S-XL
- 1000 WHITE
- 4101 TRUE NAVY

**KE31**  SUMMERHILL  $72.00
90% POLYESTER / 10% SPANDEX  XS-2XL
- 1000 WHITE
- 4101 TRUE NAVY

**KA17**  MELISSA  $78.00
90% POLYESTER / 10% SPANDEX  S-2XL
- 1000 WHITE
- 4101 TRUE NAVY

**KC78**  DEARBORNE  $57.00
95% POLYESTER / 5% SPANDEX  XS-2XL
- 1001 TRUE NAVY

**KC74**  CAMERON  $62.00
95% POLYESTER / 5% SPANDEX  XS-2XL
- 1001 TRUE NAVY

**KC73**  AURORA  $62.00
95% POLYESTER / 5% SPANDEX  S-XL
- 1000 WHITE

**KC76**  HILLCREST  $69.00
88% POLYESTER / 12% SPANDEX  XS-2XL
- 1000 WHITE
- 4101 TRUE NAVY

**KC75**  EMERSON  $69.00
88% POLYESTER / 12% SPANDEX  XS-2XL
- 1000 WHITE
- 4101 TRUE NAVY

**KE32**  WAYLAND  $59.00
91% POLYESTER / 9% SPANDEX  XS-2XL
- 1000 WHITE
- 4101 TRUE NAVY

**KE01**  CHELSEA  $56.00
92% POLYESTER / 8% SPANDEX JERSEY  XS-2XL
- 1000 WHITE
- 4101 TRUE NAVY

**KE20**  MAYFIELD  $30.00
100% SPIN DYE POLYESTER  XS-2XL
- 3000 RED
- 1000 WHITE

**KA15**  JENNINGS  $69.00
88% POLYESTER / 12% SPANDEX  XS-2XL
- 1000 WHITE

ALL STYLES COME IN SIZES S-XL. SELECTED STYLE / COLORS ARE ALSO AVAILABLE IN SIZE 2X WHERE NOTED.
Iris, Ballet & True Navy

Spring 2020 Women's Fashion Collection

MAYFAIR
KC77-1000 White
WAYLAND
KE32-4101 True Navy

DAWNVIEW
KA16-1000 White
WAYLAND
KE32-1000 White

CASITAS
KE47-8657 Ballet
WAYLAND
KE32-1000 White

TOMPKINS
KC81-1000 White
WAYLAND
KE32-4101 True Navy

DEARBORNE
KC78-4101 True Navy
WAYLAND
SALINAS
KE83-1000 White

LORNA
KC82-1000 White
WAYLAND
SALINAS
KE32-4101 True Navy

RALSTON
KC79-1000 White
WAYLAND
KE32-1000 White

CHELSEA
KE01.9140 Iris
CASCADE
KC84-1000 Watercolor

* Shoes courtesy of FootJoy
All styles come in sizes S-XL. Selected styles/colors are also available in size 2X where noted.
Essentials

Kate Lord essentials are as fashionable on the course as off. Trend right styling and vibrant colors make them perfect as a stand-alone assortment or as a complement to the seasonal fashion color stories.

1. The Sade - KE46
2. The Eden - KE02
3. The Wayland - KE32
4. The Mirabel - KE51
5. The Chelsea - KE01
6. The Chelsea - KE01
**Essentials**

1. **BEVERLY**
   - KB06: 60% COMBED COTTON / 40% POLYESTER PIQUE
   - $38.00
     - 8600 POMEGRANATE
     - 3 BUBBLEGUM
     - 7 DEEPWATER
     - 2 BLACK
     - 1 WHITE

2. **CANTON**
   - KB05: 60% COMBED COTTON / 40% POLYESTER PIQUE
   - $36.00
     - 8600 POMEGRANATE
     - 3 BUBBLEGUM
     - 1 WHITE
     - 2 BLACK

3. **MAYFIELD**
   - KE20: 100% SPIN DYE POLYESTER
   - $30.00
     - -3000 RED
     - -4490 TOUR BLUE
     - -4000 NAVY
     - 0100 BLACK
     - 1000 WHITE

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**Bottoms**

Featured Colorway: Fairway

4. **MIRABEL**
   - KE51: 96% POLYESTER / 4% SPANDEX
   - XS-2XL
   - $66.00
     - 8554 RASPBERRY

5. **BOLTON**
   - KE45: XS-2XL
     - 95% POLYESTER 5% SPANDEX
     - $66.00
     - 4101 TRUE NAVY

6. **WAYLAND**
   - KE32: 91% POLYESTER / 9% SPANDEX
   - S-2XL
   - $59.00
     - 1000 WHITE
     - 0100 BLACK
     - 401 TRUE NAVY
     - 0100 CARBON

7. **WARWICK**
   - KE46: 95% POLYESTER / 5% SPANDEX (SIZE 2-14)
   - $60.00
     - -2 WHITE
     - -3 NAVY
     - -1 BLACK
     - -4 ASH

---

ALL STYLES COME IN SIZES XS-3XL.

ALL STYLES COME IN SIZES 5-3XL. SELECTED STYLE / COLORS ARE ALSO AVAILABLE IN SIZE 3XL WHERE NOTED.
**Midlayer**

1. **MELISSA**
   - Canvas: 90% POLYESTER / 10% SPANDEX
   - Colors: 8856 RASPBERRY, 1000 WHITE, 4101 TRUE NAVY, 0106 BLACK
   - Price: $78.00

2. **FLOW**
   - Canvas: 100% POLYESTER DOUBLE JACQUARD
   - Colors: 8856 RASPBERRY, 9140 IRIS, 3571 POPPY, 0106 BLACK
   - Price: $72.00

3. **SUMMERHILL**
   - Canvas: 90% POLYESTER / 10% SPANDEX
   - Colors: 8856 RASPBERRY, 9140 IRIS, 4101 TRUE NAVY, 4720 AZUL, 3571 POPPY
   - Price: $72.00

4. **SARANAC**
   - Canvas: 85% POLYESTER / 15% SPANDEX
   - Colors: 3571 POPPY / WHITE, 4720 AZUL / WHITE, 0106 BLACK / WHITE, 1000 WHITE / TRUE NAVY
   - Price: $72.00

All styles come in sizes S-5XL. Selected styles / colors are also available in size 2X where noted.
## Midlayer

<table>
<thead>
<tr>
<th>Style</th>
<th>Description</th>
<th>Color Options</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TRADEWIND</td>
<td>100% Polyester Knit Fleece</td>
<td>$76.00</td>
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<tr>
<td>1</td>
<td></td>
<td>0100 BLACK, 1000 WHITE</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>COLDSPRING</td>
<td>100% Polyester</td>
<td>$79.00</td>
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<td>2</td>
<td></td>
<td>0100 BLACK, 0400 CARBON, 1400 OATMEAL</td>
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</tr>
<tr>
<td>3</td>
<td>VENITIAN</td>
<td>100% Polyester</td>
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<tr>
<td>3</td>
<td></td>
<td>0100 WHITE, 0100 BLACK</td>
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</tr>
<tr>
<td>4</td>
<td>MEGHAN</td>
<td>70% Cotton / 30% Modal Y/D Double Jacquard</td>
<td>$68.00</td>
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<tr>
<td>4</td>
<td></td>
<td>8657 BALLET, 8856 RASPBERRY, 9140 IRIS, 4000 NAVY, 0100 BLACK</td>
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</tr>
<tr>
<td>5</td>
<td>JESSICA</td>
<td>70% Cotton / 30% Modal</td>
<td>$76.00</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>3571 POPPY HEATHER, 8657 BALLET HEATHER</td>
<td></td>
</tr>
</tbody>
</table>

All styles come in sizes S-XXL.
**Fleece**

1. **SUE**
   - SK06: 66% POLYESTER / 29% RAYON / 5% SPANDEX
   - Colors: 0400 CARBON HEATHER, 0180 CHARCOAL HEATHER, 1120 PEARL HEATHER, 8567 BALLET HEATHER, 4101 TRUE NAVY HEATHER, 9140 IBIS HEATHER, 5946 SURF HEATHER, 5672 GRAPEFRUIT HEATHER
   - Price: $56.00

2. **NORTHFIELD**
   - KN90: 61% COTTON / 39% POLYESTER BABY FRENCH TERRY
   - Colors: 1000 WHITE, 3300 DAHLIA
   - Price: $59.00

3. **CASTLETON**
   - KE23: 60% COTTON / 40% POLYESTER GARMENT DYE
   - Colors: 3587 ROSEBUD, 5946 SURF, 1000 WHITE, 0105 COAL
   - Price: $52.00

4. **BAYBERRY**
   - KE41: 60% COTTON / 40% POLYESTER
   - Colors: 0180 CHARCOAL HEATHER, 8641 PETAL HEATHER, 4101 TRUE NAVY HEATHER
   - Price: $54.00

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**T-Shirts**

KE27: **Kapalua Maui**

- All styles come in S-XL
T-Shirts

1. **SUNSET**
   - KE43: 100% SLUB COTTON
   - Colors: 9410 RIS, 6672 GRAPES, 4901 TRUE NAVY, 1000 WHITE, 0100 BLACK
   - Price: $28.00

2. **DANBY**
   - KE25: 50% POLYESTER / 25% COTTON / 25% RAYON TRIBLEND
   - Colors: -8655 FUSCHIA HEATHER, -5000 GREEN HEATHER, -4992 MARTINE HEATHER, -4040 BLACK HEATHER, -4042 GREY HEATHER, -1000 WHITE
   - Price: $24.00

3. **SANDGATE**
   - KE36: 97% COTTON / 3% SPANDEX JERSEY
   - Colors: -3571 POPPY, -3587 ROSEBUD, -5946 SURF, -4720 AZUL, -1000 WHITE, -0540 SILVER HEATHER
   - Price: $24.00

4. **JERICHO**
   - KE27: 100% COMBED COTTON
   - Colors: 8200 BUBBLEGUM, 0510 ATHLETIC GREY, 0100 BLACK, 1000 WHITE, 9400 LAVENDER, 530 JADE, 4101 TRUE NAVY
   - Price: $28.00

5. **HARTLAND**
   - KE37: 60% COMBED RING SPUN COTTON / 40% POLYESTER
   - Colors: -4055 NAVY / WHITE, -8658 HOT PINK / WHITE, -1912 HEATHER / WHITE
   - Price: $28.00

6. **GEORGIA**
   - KE38: 60% COMBED RING SPUN COTTON / 40% POLYESTER
   - Colors: 4305 NAVY / VINTAGE HEATHER, 1000 WHITE / VINTAGE HEATHER, 0800 SMOKE / VINTAGE HEATHER
   - Price: $28.00
Think AHEAD...
... to Tournament Season!

Contact your Ahead & Kate Lord salesperson for details.

KATE LORD STYLE INDEX

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KA05 SARANAC 19
KA06 COLDSPRING 20
KA08 VENITIAN 20
KA10 TRANSWIND 20
KA15 JENNINGS 4/6
KA16 DAWNVIEW 8/10
KA17 MELISSA 5/7/11/19
KA19 COASTAL 7/23
KA20 TRACY 11/25
KA21 JESSICA 21
KA25 MONTEREY 25
KB05 CANTON 16
KB06 BEVERLY 16
KC70 ADELE 4/6
KC71 ARIETTA 4/6
KC72 ASHTON 5/6
KC73 AURORA 5/6
KC74 CAMERON 5/6
KC75 EMERSON 4/5/7
KC76 HILLCREST 4/7
KC77 MAYFAIR 8/10
KC78 DEARBORNE 4/6/9/10
KC79 RALSTON 9/10
KC81 TOMPKINS 8/10
KC82 LORNA 9/10
KC83 SALINAS 8/9/11
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KE08 NEWPORT 22
KE19 BRIGHTON 23
KE20 MAYFIELD 6/16
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KE26 SANDGATE 28
KE27 JERICHO 29
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KE32 WAYLAND 4/5/7/8/9/11/17
KE37 HARTLAND 29
KE38 GEORGIA 29
KE41 BAYBERRY 26
KE43 SUNSET 28
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KE45 BOLTON 17
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KE50 FLOW 10/19
KE51 MIRABEL 17
KZ01 NORTHFIELD 20
KL17 MEGHAN 20
KS46 WARWICK 17
SK06 SUE 26
SK25 RETREAT 25

PLEASE NOTE: The sizes listed below are for body measurements, not garment measurements.

WOMEN’S FIT GUIDE

<table>
<thead>
<tr>
<th>SIZE</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
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<td>4-6</td>
<td>8-10</td>
<td>12-14</td>
<td>16-18</td>
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<tr>
<td>BUST</td>
<td>32-34</td>
<td>34-36</td>
<td>36-38</td>
<td>39-41</td>
<td>42-44</td>
<td>45-48</td>
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<tr>
<td>WAIST</td>
<td>26-28</td>
<td>28-30</td>
<td>30-32</td>
<td>33-35</td>
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<td>39-42</td>
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<tr>
<td>HIP</td>
<td>34-36</td>
<td>36-38</td>
<td>38-40</td>
<td>41-43</td>
<td>44-46</td>
<td>47-49</td>
</tr>
</tbody>
</table>

CHEST/BUST: Measure the fullest part & across the shoulder blades
WAIST: Measure around the natural waistline
HIP: Measure around the fullest part of the hip

QUARTER CENTURY OF STAYING AHEAD

1995 2020