

# GLENMUIR

## 1891

### GLENMUIR UNVEILS NEW 'MEN'S 1891 CLASSIC COLLECTION' FOR SPRING/SUMMER 2010

Glenmuir, one of Europe's leading golf apparel brands, has launched an impressive new *Men's 1891 Classic Collection* for Spring Summer 2010 comprising a range of 41 high-quality products for the discerning golfer.

For the first time, the *Men's 1891 Classic Collection* incorporates the complete range of Luxury Shirts, Classic Shirts, Scottish Cashmere, Lamora Knitwear, Heavyweight and Lightweight Merino Knitwear, Supima and Supersoft Cotton Knitwear, Classic and Fashion Lambswool Knitwear, trousers and shorts.

At the helm of the Scottish-based company's collection are five superb new polo shirts: **Sotogrande**, **Saunton**, **Killarney** and **Downfield** from the Luxury Shirts range and **Irvine** from the Classic Shirts range.

Glenmuir's Luxury Shirts are a byword for comfort and quality. **Sotogrande** is manufactured in lustrous mercerised cotton, with cotton elastane contrast birdseye collar and cuffs, and is available in five cool and contemporary colours.

**Saunton** is manufactured from a double mercerised combed cotton jersey, with a subtle Herringbone jacquard pattern and contrasting collars in three colour choices: Blue/Paradise blue, Stone/White and Pearl Grey/Charcoal.

The extra long fibres in supersoft Pima cotton create a fabulous soft and fine feel in the new thin-stripe **Killarney** and broader-stripe **Downfield** shirts, which feature refreshing lilac, raspberry, grey, blue and stone colour tones.

The contemporary horizontal striped theme continues into Glenmuir's Classic Shirts range, with the new **Irvine** – featuring an interlocking combed cotton fabric and cotton elastane collar with a contrast colour underside. Available colours include: Stone/Blue/White, White/Lilac/Raspberry and Paradise/Charcoal/White.

Glenmuir has introduced three carefully-selected new contemporary colour palettes for the season – ‘Blue Stone’ (three classic shades of blue combining with stone and white); ‘Lilac Haze’ (vibrant raspberry and lilac infused with black, white and stone); and ‘Paradise Mist’ (three cool greys mixing with paradise blue and white) – which feature across its entire range.

All Glenmuir’s Men’s 1891 Classic Collection shirts are available in sizes S-XXL.

### **Glenmuir Men’s 1891 Classic Collection updates**

Comprising more than 300 stunning style and colour combinations, Glenmuir’s flagship Men’s 1891 Classic Collection provides the golfer with the ultimate opportunity to create a stunning co-ordinated wardrobe.

Comprehensive colour updates incorporate the company’s new Spring/Summer 2010 colour palettes.

In the Heavyweight Merino Knitwear range, the ever-popular zip-neck *Pinehurst* delivers outstanding levels of warmth and has two new colour choices: Blue/Paradise and Paradise/Charcoal.

Golfers looking for a richly luxurious sweater will appreciate the superb *Kinsale* from the Lamora Knitwear range, which combines extra fine merino and rare angora to create a top-quality v-neck sweater with two distinctive new colours for 2010 - Lilac and Paradise blue.

In the Fashion Lambswool range, the machine washable *Silloth* features a wonderfully contemporary diamond intarsia design on the shoulders and has three colour options: Blue/Paradise/Linen, Black/Lilac/Raspberry and Charcoal/Pearl Grey/White.

Golfers looking towards cotton sweaters for layering options will appreciate the zip-neck *Machrie* from the Supima Cotton Knitwear range, which now has new Stone and Charcoal colours, or the classic Argyle pattern styling of the *Ashridge* from the Supersoft Cotton Knitwear range.

The latter, a lightweight, breathable sweater, is available in three distinctive and contemporary colour designs: Blue/White/Paradise/Stone, Stone/Black/Lilac/White and Charcoal/Grey Mix/Pearl Grey/White.

No modern golfer's outfit would be complete without a pair of co-ordinating Men's Trousers and Glenmuir has expanded the colour spectrum of its contemporary, flat front, stretch *Prestonfield* trousers to include new Raspberry and Paradise blue colours alongside Stone, Khaki, White, Navy and Black.

>>> Ends

**Notes to Editors:**

**Glenmuir is a brand right at the heart of golf. Preferred supplier to the European Ryder Cup team for 23 years, it also enjoys partnerships with the PGAs of Europe, The PGA, The European Tour, The Open Championship, and The English Golf Union. Glenmuir is official clothing supplier to the Golf Foundation, Ryder Cup Wales 2010, The SLGA, and The Golf Union of Wales.**

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