



**SLAZENGER 1881
SPRING SUMMER 2021
WORKBOOK**

GOLF

WORKBOOK SLAZENGER 1881 GOLF COLLECTION SS21

Dear client,

Slazenger AB is responsible for design and development of the premium collection Slazenger 1881 with distribution across currently 10 countries in Europe. We are in the early stage of introduction but the interest from each market is impressive and we will make sure Slazenger 1881 becomes a success.

Slazenger AB is appointed by the brand owner in London to manage the elevation of Slazenger back to the premium position in the market. We created Slazenger 1881 to be the carrier of our premium collections; Lifestyle Sportswear and Golf. Likely we will present new interesting collections and product groups the coming seasons. We have a clear view of our distribution strategy and we will make sure that Slazenger 1881 will only be distributed by the very best retailers available, on- and offline.

Slazenger is one of the very few sleeping icon brands that needs to be nurtured and re-established. We are proud and honored to having established a close collaboration with the brand owner who bless our operation, vision and strategic decisions.

The collections we develop are driven by our overall punchline; **Celebrating the future with respect for the past.** This simply means that we are using many successful ideas from the past – and bring them new life into 21th century design. There are not many sleeping icon brands out there, Slazenger is for sure one, and our vision to make Slazenger 1881 fantastic again is for real.

Slazenger is one of the oldest brands in the sports industry celebrating 140 years in 2021.

Slazenger 1881 is being distributed and sold in Sweden by Ligma Group AB.

We look forward to a long term collaboration with you.

Enjoy!

Slazenger AB & Ligma Group AB
Sweden





SEVE
BLUE



WATSON COURT ZIP

Second layer 1/4 zip in 87% polyester 13% elastan for best possible flexibility and movement. Features light wind- and water repellancy.

Material: Polyester/Elastan

Price: 999 SEK

Colors: Seve Blue

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



AQUA



IVY
GREEN



JUSTIN
PINK



GREYSON MERINO V-NECK

Iconic v-neck sweater in 100% fine merino wool, a masterpiece to keep for decades.

Material: 100% Merino Wool

Price: 1 199 SEK

Colors: White, Blue, Aqua, Green, Pink

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



AQUA



IVY
GREEN



GREYSON MERINO SLIPOVER

Iconic slipover in 100% fine meriono wool, a slightly forgotten item but yet still a classic masterpiece to keep for decades.

Material: 100% Merino wool

Price: 999 SEK

Colors: Seve Blue, Emerson White, Aqua, Ivy green

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



IVY
GREEN

HUTTON LONG SLEEVE POLO



Long sleeve polo in soft cotton jersey with collar in self-fabric. Fashionable chestpocket with classic panther embroidery.

Material: Cotton jersey

Price: 999 SEK

Colors: Seve Blue, Emerson White, Ivy green

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



IVY
GREEN

HUTTON SS POLO



Shortsleeve polo in soft cotton jersey with collar in self-fabric. Fashionable chestpocket with classic panther embroidery.

Material: Cotton jersey

Price: 899 SEK

Colors: Seve Blue, Emerson White, Ivy green

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



AQUA



IVY
GREEN



JUSTIN
PINK

JACK COTTON POLO



Classic, timeless polo shirt in pique. We offer a mix of 90% fine cotton and 10% elastan for perfect fit, flexibility and comfort.

Material: Cotton/elastan

Price: 799 SEK

Colors: Seve Blue, Emerson White, Ivy green
Aqua, Justin Pink

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON WHITE



BRIAN POLO

Replica from an iconic shirt sold in the early 70's, now in shape suitable for 21st century. A similar polo was often used by Brian Barnes. Made in 100% cotton with contrast piping on collar and sleeves.

Material: 100% Cotton

Price: 899 SEK

Colors: Aqua, White

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



AQUA



JUSTIN
PINK



PHIL DRY FIT POLO

Poloshirt in 100% polyester dry fit fabric which helps to keep fabric dry and you feeling cool in hot days on the course.

Collar and placket in contrast color.

Material: 100% Polyester

Price: 699 SEK

Colors: Seve Blue, Emerson White, Aqua, Pink

Size: S, M, L, XL, XXL

Del. Time: Mar 2021





EMERSON
WHITE



SEVE
BLUE



AQUA



PARSON DRY FIT POLO

Poloshirt in 100% polyester dryfit fabric which helps to keep fabric dry and you feeling cool in hot days on the course. Collar in self-fabric.

Material: 100% Polyester

Price: 799 SEK

Colors: Seve Blue, Emerson White, Aqua

Size: S, M, L, XL, XXL

Del. Time: Mar 2021





EMERSON
WHITE



SEVE
BLUE



JUSTIN
PINK



PARSON AO DRY FIT POLO

Poloshirt in 100% polyester dry fit fabric which helps to keep fabric dry and you feeling cool in hot days on the course.

Panther all-over print

Material: 100% Polyester

Price: 899 SEK

Colors: Seve Blue, Emerson White, Pink

Size: S, M, L, XL, XXL

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



IVY
GREEN



BOYCOTT BEANIE

Timeless knitted golf beanie with ball on top in contrast. This item lives forever.



Material: 100% Cotton

Price: 399 SEK

Colors: Emerson White, Ivy Green, Seve Blue

Size: One size

Del. Time: Mar 2021



EMERSON
WHITE



IVY
GREEN

CROFT TRUCKER



Trucker cap in 100% cotton twill and matching nylon mesh in the back. Embroidered badge in front.

Material: 100% Cotton twill

Price: 349 SEK

Colors: Emerson White, Ivy Green

Size: One size

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



IVY
GREEN

LOCKE CAP



Trucker cap in 100% cotton twill with straight shield. Classic colors with big Slazenger embroidery

Material: 100% Cotton twill

Price: 349 SEK

Colors: Seve Blue, Emerson White, Ivy Green

Size: One size

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



IVY
GREEN

MILLER CAP



Classic golf cap in 100% cotton twill with Slazenger panther in nice embroidery on the side.

Material: 100% Cotton twill

Price: 349 SEK

Colors: Seve Blue, Emerson White, Ivy Green

Size: One size

Del. Time: Mar 2021



EMERSON
WHITE



SEVE
BLUE



IVY
GREEN

LOCKE VISOR



Classic golf visor inspired by the 70's, when iconic player Brian Barnes often was seen in Slazenger visor with high front.

Material: 100% Cotton twill

Price: 299 SEK

Colors: Emerson White, Ivy Green, Seve Blue

Size: One size

Del. Time: Mar 2021



SEVE
BLUE



IVY
GREEN

GOLF TOWEL



Everyone needs a Slazenger golf towel with brass hook to snap to your bag.

Material: 100% Cotton

Price: 299 SEK

Colors: Ivy Green, Seve Blue

Size: One size

Del. Time: Mar 2021