



NEWS RELEASE

CALIA Celebrates Inaugural Women's Golf Collection with Alexandra O'Laughlin

5/19/2021

Last week marked the official launch of CALIA's first-ever golf collection at the Ritz-Carlton Golf Club in Orlando.

CALIA Collective member and golf journalist Alexandra O'Laughlin, alongside women with a wide range of golf abilities, came together to experience CALIA Golf's new product offerings. The week was full of golf, fitness and swim activities to showcase the diverse and transitional elements across all CALIA products.

"I love that CALIA is made with real women in mind, and this is showcased through their products – which now officially includes golf," said O'Laughlin.

The golf collection features trendy twists on traditional styles such as golf polos, skorts, dresses, jumpsuits and layering pieces in sizes XS – 3X.

The new line is designed with both functionality and fashion and caters to the golfer and non-golfer.

"CALIA recognizes that performance is just as important as style, and we design pieces that encourage female athletes to get out on the course." said Mary Parker, CALIA Golf Designer.

The collection breaks the mold with colors and designs that are flattering and practical – and motivates women of all experience levels to feel confident from the course to the clubhouse.

Not only did attendees experience the current collection, which was released in April 2022, they also got a sneak peak of upcoming releases slated for later this year.

Photo credit: Jensen Larson for CALIA