



NEWS RELEASE

Maxfli and Siegelman Stable Partner to Launch Exclusive Apparel Collection

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Through a collaboration that bridges tradition and contemporary golf culture, [Maxfli](#) and [Siegelman Stable](#) have partnered to introduce a limited-edition apparel and accessories collection inspired by the evolving nature of the game. The collection, rooted in Maxfli's century-long legacy of performance and Siegelman Stable's narrative-driven design lens, will be available at the [DICK'S Sporting Goods' rotational pop-up store in East Hampton Village](#) during U.S. Open Weekend as well as online through Siegelman Stable, beginning Friday, June 19.

Linking heritage with modern storytelling, the collaboration reinterprets traditional golf style through a new perspective. Anchored in the concept "Harness the Drive," the collection draws a subtle connection between the control of a horse's drive and the power of a golf drive — channeling energy with precision and intent.

"What makes this partnership unique is the way it brings together two different perspectives of the game," said Sara Scarlett, Senior Brand Manager for Maxfli. "We're so excited to be working with Siegelman Stable on this collection and to show a new side of Maxfli, one that reflects the brand's resurgence, honors our legacy and embraces where golf is going."

Siegelman Stable has built a following by blending heritage references, sport-inspired design and culturally relevant storytelling. For this collaboration, the brand reimagines country club style through an elevated and playful lens, balancing classic golf aesthetics with a modern, fashion-forward edge.

"Golf has always had a strong sense of tradition, and this collection gave us the opportunity to reinterpret that through our signature Siegelman Stable designs," said Max Siegelman, Founder of Siegelman Stable. "Together with



Maxfli, we wanted to create something that feels rooted in the game, but also expressive, unexpected and true to how people are engaging with golf today.”

The collection spans a curated range of apparel and accessories, blending elevated essentials with statement pieces. Offerings include:

- Siegelman Stable x Maxfli Golf Tote - \$48.00
- Siegelman Stable x Maxfli Hat - \$76.00
- Siegelman Stable x Maxfli Dad Hat - \$76.00
- Siegelman Stable x Maxfli Golf Hat - \$82.00
- Siegelman Stable x Maxfli Ivy Hat - \$88.00
- Siegelman Stable x Maxfli Golf Head Cover - \$58.00
- Siegelman Stable x Maxfli Printed Crop Tee - \$98.00
- Siegelman Stable x Maxfli Pull Over Jacket - \$298.00
- Siegelman Stable x Maxfli Golf Polo - \$158.00

The Maxfli x Siegelman Stable collection will be available at the Walter Hagen and Maxfli pop-up in East Hampton Village from Friday, June 19 through Sunday, June 28, while supplies last. The collection will also be available online through Siegelman Stable on [siegelmanstable.com](https://www.siegelmanstable.com) beginning Friday, June 19 at 10 a.m. ET.