



FJ LAUNCH

## FOOTJOY AND HARRIS TWEED HEBRIDES JOIN FORCES ONCE AGAIN FOR LIMITED EDITION PREMIERE SERIES LAUNCH

**FootJoy, the #1 Shoe in Golf, has renewed its partnership with Harris Tweed Hebrides to introduce a limited edition footwear range celebrating hand craftsmanship, heritage and tradition.**

Following the releases of the Black Watch Packard in 2021, and Shawbost Collection last year, the partnership are proud to introduce two new models ahead of this year's Open Championship, the FJ x Harris Tweed Premiere Series Hoylake shoes—a true embodiment of modern elegance.

What sets these shoes apart is the inclusion of the Hoylake Green cloth that has been added to the Premiere Series Wilcox and Field models to complement the timeless design and innovative performance technology.

Crafted exclusively in the Outer Hebrides using truly traditional methods, pure virgin wool is handwoven to create unique, flawless and beautiful designs featuring a distinct tweed and design character.

This particular cloth was hand selected to recognize both brands' intrinsic role in the history of the game and shared celebration of heritage.

Each pair of Premiere Series Wilcox and Field comes with a unique shoe bag made from the same cloth as featured on the shoes.







## Hoylake Green

**Mark Hogarth, Creative Director at Harris Tweed Hebrides, said:**

*"Hoylake Green had to be the color of the 2023 Harris Tweed Premiere Series edition. The Royal Liverpool Golf Club, or Hoylake as it is more commonly known, sits at the end of the Wirral Peninsula with only sand and sea beyond".*

*"Its glorious golfing heritage spans three centuries from the tweed-clad amateur champions Allan Macfie and John Ball to the talents and elegance of Walter Hagen and Bobby Jones. The green grass of Hoylake has been a constant of this rich history and heritage".*

*"The Harris Tweed Hebrides design – a subtle wide herringbone – is inspired by the deep summer hues of the Harris hills and pays homage to the spectrum of green that makes Hoylake a special place for golf".*





**The Hoylake Wilcox** - Exuding a timeless charm, now boasts a captivating touch with the inclusion of the renowned Harris Tweed fabric, gracefully adorning the saddle. Accentuated by a bronze FJ logo, these shoes epitomize the perfect blend of heritage and modernity. Crafted from luxurious, supple uppers and enhanced with a complementing navy heel and a stylish striped ribbon detail.

**The Hoylake Field** - The heel of each shoe is adorned with this legendary Harris Tweed material. The distinct striped ribbon loop delicately enhances the visual appeal, perfectly complementing the iconic fabric. It's a tasteful accent that exemplifies the shoe's attention to detail. It's not just about aesthetics however, both the Hoylake Field as well as the Wilcox shoe are built for performance, with the multi-tone VersaTrax+ outsole, engineered to provide optimal traction and stability.

FootJoy brand ambassadors such as Justin Thomas, Max Homa, US Open Champion Wyndham Clark and Billy Horschel will be presented with the shoes ahead of the 151st Open Championship at Royal Liverpool.

**Pricing:**



**Premiere Series Harris Tweed Hoylake Wilcox**  
**\$350 CAD**



**Premiere Series Harris Tweed Hoylake Field**  
**\$320 CAD**

Both models will be available at [www.FootJoy.ca](http://www.FootJoy.ca) beginning August 3, 2023.

**CHRIS TOBIAS, FOOTJOY'S VICE PRESIDENT OF GLOBAL FOOTWEAR, SAID:**

"We're extremely excited to deliver yet another product from the FootJoy and Harris Tweed partnership. Our long, mutual commitment to innovation and product quality represents the most premium execution of golf's most authentic performance golf shoe. Inspired by the deep summer hues of the Harris hills, a subtle wide herringbone detail pays homage to the centuries of tweed-clad champions and brings an elevated elegance to the #1 shoe on Tour"

[Click here to download imagery](#)

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