

Foot-Joy

X

1 TODD SNYDER

THE BACK TEES COLLECTION





## AMERICA'S LEADING MENSWEAR DESIGNER JOINS FORCES WITH FOOTJOY FOR A NEW COLLECTION CALLED "THE BACK TEES" FEATURING POLOS, SWEATERS, SWEATS, TROUSERS AND GOLF SHOES

How would the most iconic players in golf history dress if they stepped onto the links today? The answer is the Todd Snyder x FootJoy Collection. Titled "The Back Tees", the collection was inspired by the golf fashion of old-school greats on and off the course. The styles borrow from the traditional codes of American menswear and place them in performance technical fabrics.

For this collaboration, Todd and the FootJoy team set out to create contemporary interpretations of 60s and 70s golf style. The team emphasized refined fabrics--including pique polos, mercerized sweaters and cotton/cashmere sweatshirts--then reinterpreted these iconic athletic styles in a thoroughly modern way. The collection features apparel in blacks, blues, olives and as well as geometric and jacquard prints, and two new premium pebble-grain leather golf shoes based on FootJoy's Wilcox and Field Premiere Series models.

"I am so excited to be working with FootJoy again to create a collection worthy of the pro tees, we've taken some of our favorite design details from the golden age of golf—including the luster of mercerised cotton sweater polos and the brogueing on a bespoke golf shoe—and combined them with state-of-the-art technology and modern style." says Snyder. "Because one thing that I've learned in my years on the links is that you can't always be the best player in your foursome, but if you're wearing our collection you can certainly be the most stylish."

**“TODD HAS BEEN AN IDEAL PARTNER FOR US,” SAYS CHRIS TOBIAS, VICE PRESIDENT, FJ FOOTWEAR. “HE UNDERSTANDS BOTH THE WORLD OF MODERN MEN’S FASHION AND THE NEEDS OF THE MODERN GOLFER, ALLOWING HIM TO REINTERPRET CLASSIC, ICONIC LOOKS INTO FOOTJOY PRODUCTS THAT ARE A PLEASURE TO PLAY IN.”**





Since their debut collection in spring 2021, the duo's partnership has filled a gap in the marketplace and has proven itself to be a strong customer acquisition and retention strategy. "We have seen consistent 50% year-over-year sales growth since our first launch in 2021, demonstrating the strength of our partnership with FootJoy. Our elevated menswear-inspired take on the sport continues to resonate with our existing customers and especially new customers." says Alejandro Rhett, Chief Product Officer of Todd Snyder. "People discovering Todd Snyder for the first time through golf have proven to be a valuable long-term customer, returning back to convert through our mainline collections again."

The FootJoy and Todd Snyder Collection drops May 18<sup>th</sup>, 2023 @ 10AM ET. The collection will be available at [ToddSnyder.com](https://ToddSnyder.com), [FootJoy.com](https://FootJoy.com) and select Todd Snyder retail locations.

**PRESS ASSETS**

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*Some of the key pieces include...*

## **THE PREMIERE SERIES WILCOX & FIELD SHOE**

Luxe on the surface and state-of-the-art under the hood, this is Todd's take on FootJoy's elite-level performance footwear. With a combination of stability, comfort and traction features, these shoes were made for the best players in the game. Hand-selected, premium full grain leather from Pittards offers unparalleled beauty, fit, and resistance to stretching, accented with premium patent leather that delivers an iconic, sartorial look for players with a discerning sense of style.





## PIQUE POLOS

Inspired by the polos that were popular in the 1960s, this classic shirt is made from a stretch performance fabric known as ProDry Pique. It's knit with state-of-the-art sweat-wicking and anti-microbial technology. This is a great polo for on the course, at the 19<sup>th</sup> Hole and beyond.







## THE SWEATER POLO

The perfect blend of sporty and sartorial. The silhouette and retro color story is inspired by our bestselling Riviera Polo, a style that looks like it could have slid off the back of Dickie Greenleaf in *The Talented Mr. Ripley*. Yet, for this collection, it shows up in a mercerized cotton that's more lustrous and durable than conventional cotton, as well as naturally more mildew- and shrinkage-resistant. The back is solid, but the front body is knit to create a seamlessly integrated stripe and subtle zig-zag texture. It's a great layering piece for on the course, at the 19<sup>th</sup> Hole and beyond.



## **THE SEERSUCKER TRAVELER SHORT**

When Todd and FootJoy collaborated the first time, this short sold out. Now it's back for the season, in a comfortable stretch cotton seersucker. The Traveler Short combines the polish of a dress short with the relaxed vibe of a pull-on style, and has an elastic waist and adjustable drawcord. This short is perfect for those days you're trying to sneak in 9 holes before or after the work day.



## **THE SEERSUCKER CAMP JOGGER**

One of the bestselling styles from our previous FootJoy collaborations returns. Inspired by a classic military camp pant, Todd brought its rugged good looks up-to-date with an elastic waistband and cuffed leg opening. Made out of a yarn-dyed stretch cotton seersucker, it's a luxurious addition to your off-duty wardrobe and the perfect pair of pants for days when you're squeezing in a round before or after (or even during — we won't tell) the work day.



## THE CAMO CANVAS SHOE BAG

Protect your shoes (golf or otherwise) and keep them looking their best with this sturdy shoe bag. The durable shell is printed with a subtle navy camo; the interior is black, with a repeating tonal pattern made up of an archival FootJoy logo. Practical features include handles for easy carrying, vents at the side to let your shoes breathe, and a two-way zipper with a luxe leather pull.



## THE SEERSUCKER REVERSIBLE BUCKET HAT

Todd has taken the classic silhouette and given it a twist by making it fully reversible — there's a subtle seersucker on one side and a plaid on the other. Both sides get a tipped grosgrain band, and in lieu of a club logo, there's an embroidered FootJoy X Todd Snyder shield patch. Bonus: ventilation eyelets and a wide brim will help you keep your cool through every hole.



## **StaSof LEATHER GLOVE**

The ultimate in tour-proven performance, the StaSof golf glove is a classic FootJoy silhouette. It provides a peerless grip, exceptional moisture management, and total comfort. The tab closure features an embroidered patch bearing the FootJoy and Todd Snyder shield logo, and is adjustable for a precision fit. The StaSof is hand-crafted from the finest Cabretta leather, which offers a supple feel achieved through utilizing proprietary leather preparation techniques.

## ABOUT TODD SNYDER

Todd Snyder is an American fashion designer based in New York City. Since launching his eponymous label in 2011, he has redefined how modern Americans can present themselves to the world in stylish, unexpected ways. From luxurious takes on essential items to bespoke tailoring, Todd's creations show that good style can be attainable and even playful. In addition to being America's leading menswear designer, Todd Snyder is a trusted partner to iconic American brands. He has created collaborations with L.L.Bean, Champion, Converse, Timex and New Balance.

Prior to launching his own label, Todd held leading roles at Polo Ralph Lauren, The Gap and J.Crew. He has also been recognized twice by the Council of Fashion Designers of America as a Menswear Designer of the Year nominee and a CFDA/Vogue Fashion Fund finalist.

Snyder currently operates thirteen stores: four located in NYC; one in Los Angeles, CA; one in San Francisco, CA; one in Boston, MA; one in Chicago, IL; one in Washington, D.C.; one in Dallas, TX; one in East Hampton, NY; one in Greenwich, CT; and one in Manhasset, NY. In addition, locations in Miami and Atlanta are scheduled for 2023 openings.

**Need more information on Todd Snyder? Please contact MAGGIE LONG,  
Linda Gaunt Communications (Maggie@lindagaunt.com)**

## ABOUT FOOTJOY

FootJoy is an iconic golf brand with more than 100 years of shoemaking excellence. FootJoy's origin dates back to 1857 when a young entrepreneur named Fredrick Packard broke away from his father's boot workshop to create a new shoe company founded on the principles of performance, quality and innovation. Since then the brand has been trusted by all of the greatest golfers in the world, and has been the #1 shoe at every tournament on the PGA Tour since 1945, because of a singular dedication to the game and relentless commitment to performance, style, comfort and quality.

**Need more information on FootJoy? Please contact MARC SAUSA,  
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