

**PRESS RELEASE STOCKHOLM, 19 AUGUST 2020**

DAILY SPORTS – MIX AND MATCH AW20



**Matching accessories enable the golfing woman who wants to be seen to
make a lasting impression.**

Just in time for the company’s 25th anniversary, Daily Sports is now launching its autumn 2020 collection. Mix and match is something of a company catchphrase, which is clearly reflected in
the use of this season’s colours and prints on visors, hats and gloves. It is easy to create your
own golfing style with accent colours that include rosehip pink, cardinal red and the brilliant amber yellow.

Daily Sports’ designers have developed a monochrome graphic pattern in grey and black, combined with brilliant amber. This pattern clearly flirts with classic, iconic design.

Other patterns and prints feature black and hazel beige, a combination that guarantees a timeless wardrobe suitable for everyday wear, whether on the golf course or at the office.

“We have been making golf clothes for 25 years and, thanks to our experienced designers, have extensive and sound knowledge that enables us to deliver clothes with a feminine cut and fit,” says Ulrika Skoghag, the company’s CEO, with pride.

Read more at [www.dailysports.se](http://www.dailysports.se)

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Daily Sports is today one of Sweden’s biggest suppliers of golf clothes for women. We sell our golf and active wear
in 28 countries. Daily Sports clothing is famed for its feminine fit, focus on function and attractive details.
Featuring designed patterns and matching combinations, the clothing is for both leisure and at work.

The company was founded in Sweden in 1995 with the aspiration to make women want to be active. Our current turnover is about SEK 80 million, of which the Swedish market accounts for about SEK 25 million.

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