 DAILY SPORTS AB

**PRESSRELEASE STOCKHOLM**

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Golf Spring 2016

**Daily Sports Golf SS16 is an exciting and detailed collection that offers elements from all corners of the world. Patterns inspired by hand-painted Chinese peonies or the African savannah are two influences that clearly stands out in the Spring Golf collection from Daily Sports.**

"Attention to details and to make sporty and feminine clothes with a twist always lays at the heart of our design philosophy. We also try to convey our specific Daily Sports feeling in our own printing patterns that we design "in-house" each season, "says Pernilla Sandqvist and Carina Pagoldh, designers at Daily Sports.

The collection includes seven lines containing different patterns and color combinations. The sporty XDS- and Classic collections contains strong accent colors such as pink, red, yellow and blue combined with neutral colors. A nice globe pattern have been used on various types of garments for a sportier look, creating a nice contrast to several varieties of flower pattern for a soft and feminine look. The Casual and Cool collections consists of soft pastels with large Chinese dragon print, a snake print in shades of blue and a discreet sand bunker pattern in silver. The Leisure and Exclusive collections are designed in several shades of beige combined with a soft pink. The print includes an exotic zebra print and sophisticated and feminine details in lace and floral patterns.

"The design reflects the latest trends in sports- and golf wear category with functionality in mind. New for Spring 2016 is the "Techno-Cotton "and "Cotton-like" qualities that has a soft cotton touch whilst being breathable, "says Pernilla Sandqvist and Carina Pagoldh.

For images from SS16 collection:

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**For more information regarding the collection, please contact:**

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Daily Sports is a Swedish company that designs, produces and sells clothes for active woman all over the world.

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