

HEAD

BRAND INTRODUCTION

SEASON ELEMENTS

FABRIC INNOVATION

COLLECTION

PRODUCTS

UNDER PAR, ABOVE THE BAR

Performance golf wear for the everyday explorer.

[EXPLORE NOW](#)



SPRING SUMMER 2027

HEAD

BRAND INTRODUCTION

SEASON ELEMENTS

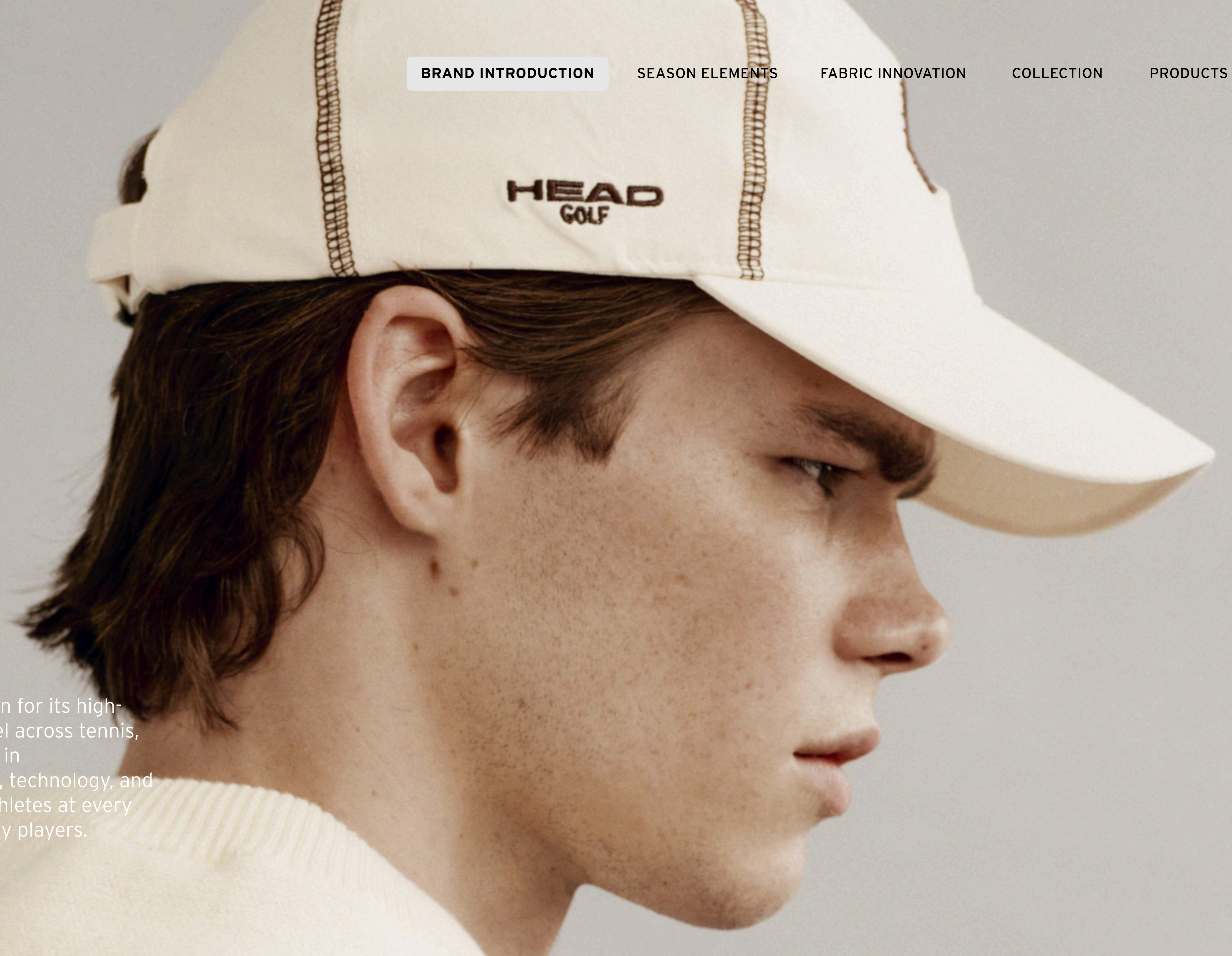
FABRIC INNOVATION

COLLECTION

PRODUCTS

ABOUT THE BRAND

HEAD is a global sports brand known for its high-performance equipment and apparel across tennis, skiing, and racquet sports. Founded in Austria, HEAD combines innovation, technology, and precision engineering to support athletes at every level—from professionals to everyday players.



HEAD

[BRAND INTRODUCTION](#)[SEASON ELEMENTS](#)[FABRIC INNOVATION](#)[COLLECTION](#)[PRODUCTS](#)

HEAD

THE ORIGIN OF THE SKI



HEAD began on the slopes. This exhibit presents the first HEAD ski board alongside the design and engineering progression that followed. The story of how Howard Head's breakthrough in aluminum construction revolutionized skiing – and how that spirit of innovation became the foundation of the brand's identity – is told through original equipment, archival documentation, and the story behind the HEAD mark.

HEAD

BRAND INTRODUCTION

SEASON ELEMENTS

FABRIC INNOVATION

COLLECTION

PRODUCTS

HISTORY IN GOLF

HEAD entered the golf space in the late 1980s and early 1990s, introducing golf clubs, bags, and accessories. The brand applied its engineering mindset to club design, focusing on materials and performance, much like it did in skiing and tennis.



HEAD

BRAND INTRODUCTION

SEASON ELEMENTS

FABRIC INNOVATION

COLLECTION

PRODUCTS

MODERN REVIVAL

HEAD re-entered the golf space through HEAD Golf, a reimagined approach focused on apparel rather than equipment. Instead of competing in traditional performance-only categories, the brand positions itself at the intersection of sport, fashion, and culture.



PERFORMANCE ESSENTIALS

Technical pieces designed for every rounds.



ELEVATED ESSENTIALS

Versatile staples crafted for life beyond the course.



THE CLUBHOUSE EDIT

Refined styles beyond the fairway.



PERFORMANCE ESSENTIALS

Technical pieces designed for every rounds.



ELEVATED ESSENTIALS

Versatile staples crafted for life beyond the course.



THE CLUBHOUSE EDIT

Refined styles beyond the fairway.



COASTAL REVERIE

SS27 explores the journey from lush fairways to the edge of the ocean—a story shaped by nature, movement, and discovery. The season begins on rolling greens, where wildflowers are in full bloom and the landscape is alive with color and texture. A gentle breeze moves through the course while the distant sound of waves echoes along the horizon, connecting land and sea.

Along the path, nature reveals itself through floral draping, delicate embroideries, and organic prints inspired by blooming coastal vegetation. Native wildlife appears throughout the collection, celebrating the animals encountered on the journey from the course to the shoreline. Golfers and caddies move through the landscape, creating moments of camaraderie, tradition, and sport that are woven into the season's narrative.

As the journey continues toward the coast, the sound of crashing waves grows stronger. Otters rest along the shoreline, seashells scatter across the sand, and sun-dried seaweed creates unexpected textures and patterns. The ocean becomes both destination and inspiration, inviting a deeper exploration of the world beyond the fairway.

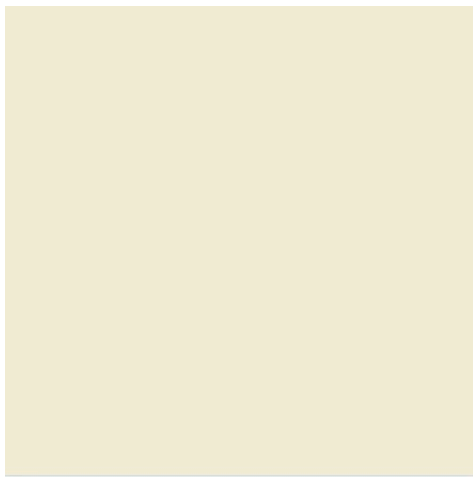
This season introduces a new interpretation of our signature ocean print, inspired by golf courses that sit alongside dramatic coastlines. The print captures the rhythm of the sea, the movement of marine life, and the vibrant ecosystem beneath the surface. Colorful fish weave through coral formations while shifting tides create fluid, organic patterns throughout the collection.

SS27 is designed to evoke the full sensory experience of the coast: the scent of the ocean air, the feel of the cool sea breeze, the taste of salt carried by the wind, and the sight of vibrant marine life beneath crystal-clear waters. It is a celebration of golf's connection to nature—a journey from fairway to shoreline where every step reveals a new story waiting to be discovered.

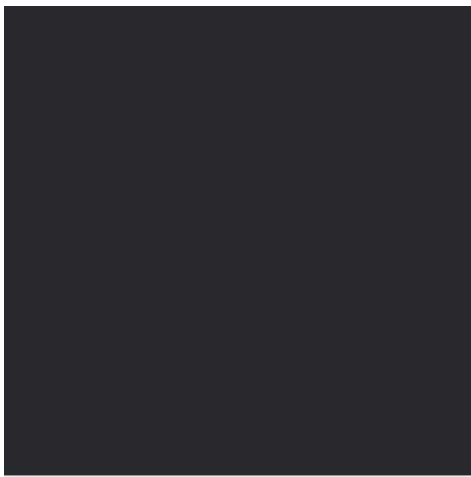


CORE COLORS

Essential colors built to last beyond the season.



CREAM



BLACK

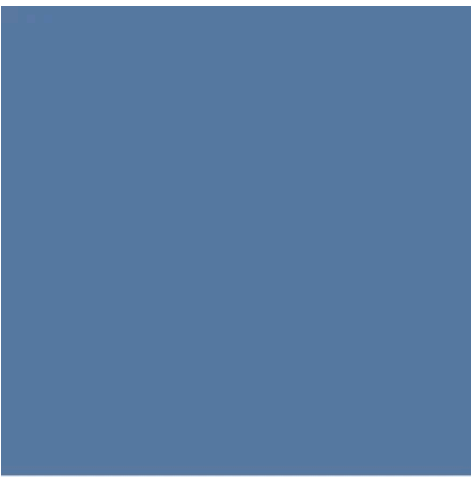
SEASONAL COLORS

Fresh hues inspired by the season.

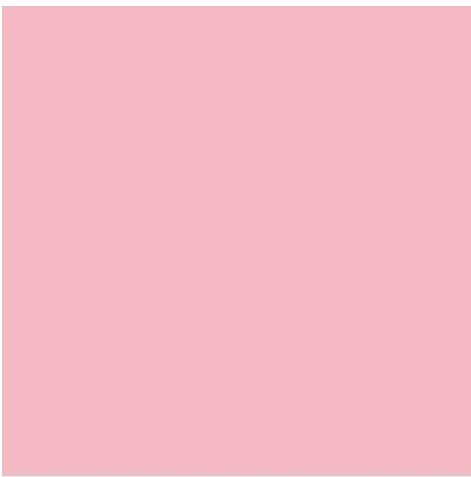
JAN 01 2027
DELIVERY



RED



RIVIERA

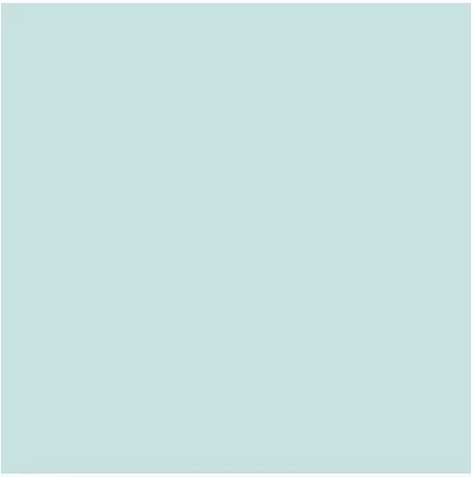


PINK

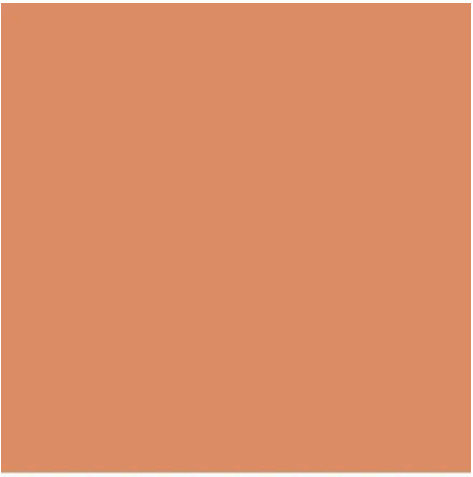


TAN/ KHAKI

FEB 01 2027
DELIVERY



SKY



COPPER



OLIVE

CORAL PRINT

Inspired by the vibrant ecosystem beneath the surface, featuring playful marine life weaving through coral reefs and ocean currents along the coastal shoreline.



FLORAL PRINT

A collection of wildflower bouquets gathered along the journey from the fairway to the coast, capturing the beauty of blooms found along the path.



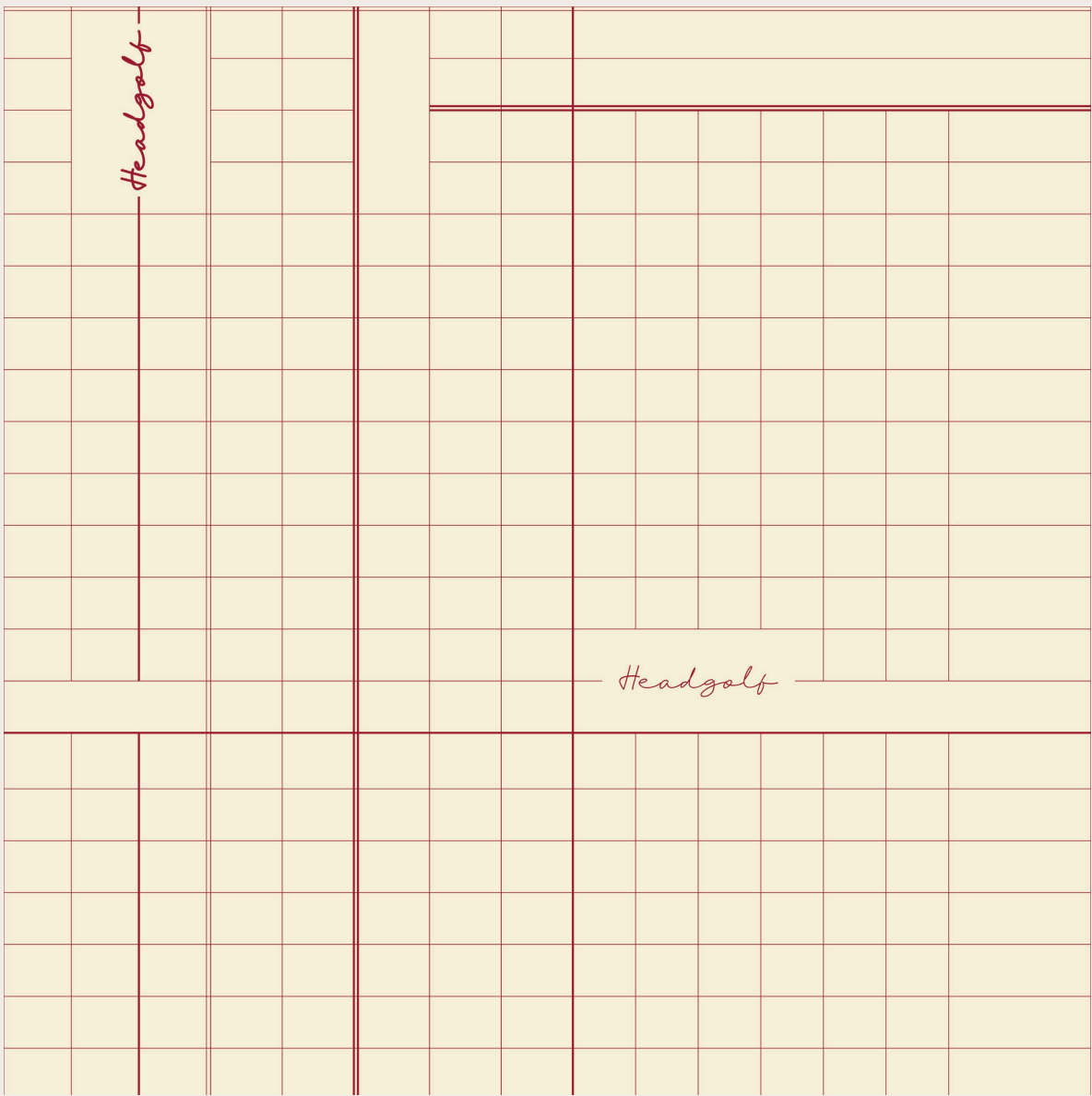
FISH PRINT

Inspired by schools of colorful fish leaping through the waves, celebrating the energy, movement, and life of the open sea.



SCORE CARD PRINT

A modern interpretation of vintage golf scorecards, transforming handwritten numbers, course markings, and playing records into a graphic storytelling print.



MOISTURE WICKING

UPF 50

QUICK DRY

RECYCLED MATERIAL

COOLING

FOUR-WAY STRETCH

COOLMAX& SORONA

At 165 GSM, this lightweight pique fabric is designed for both comfort and functionality, offering a modern solution for activewear and casual apparel. The fusion of COOLMAX and Sorona®ensures the perfect balance between breathability, durability, and sustainability.

WATER REPELLENT

UPF 50

QUICK DRY

FOUR-WAY STRETCH

MIDWEIGHT STRETCH NYLON

This 188 GSM nylon-spandex blend combines durability and performance with a modern, eco-conscious approach. Featuring a PFC-free durable water-repellent finish, this fabric offers 4-way stretch for total mobility and comfort, along with UPF 50+ sun protection to keep you covered all day long.

MOISTURE WICKING

UPF 50

QUICK DRY

RECYCLED MATERIAL

COOLING

FOUR-WAY STRETCH

SORONA EYELET JERSEY

At 155 GSM, this lightweight fabric is designed for optimal airflow, making it a perfect choice for activewear and lifestyle apparel. The combination of recycled polyester and Sorona® ensures durability, stretch, and sustainability, while the eyelet construction enhances ventilation, providing a performance-driven solution with a modern, eco-conscious approach.

RECYCLED MATERIAL

MOISTURE WICKING

UPF 50

QUICK DRY

FOUR-WAY STRETCH

STRETCH POLYESTER

Our recycled polyester and spandex twill blend sits at the intersection of sustainability and performance. Designed for modern activewear and weighing 210 GSM, it features UPF 50+ sun protection, moisture-wicking properties for enhanced dryness, and 4-way stretch for superior comfort and mobility.

MOISTURE WICKING

UPF 50

QUICK DRY

PREMIUM MATERIAL

FOUR-WAY STRETCH

OEKO TEX

STRETCH NYLON

A 230 GSM nylon-LYCRA® blend designed for maximal durability, flexibility, and sustainability. This fabric delivers an eco-friendly performance edge. With 4-way stretch for superior mobility, UPF 50+ sun protection, and Oeko-Tex certification, this fabric ensures peak protection, comfort, and functionality in all applications.

MOISTURE WICKING

UPF 50

QUICK DRY

FOUR-WAY STRETCH

PREMIUM MATERIAL

SEERSUCKER

A modern interpretation of classic seersucker, engineered with a distinctive waved texture that enhances airflow and minimizes fabric cling. Designed with moisture-wicking technology and four-way stretch, this lightweight performance fabric delivers exceptional comfort, breathability, and unrestricted movement on and off the course. The textured surface creates a naturally elevated look while keeping you cool through warm-weather rounds

MOISTURE WICKING

UPF 30

PREMIUM MATERIAL

FOUR-WAY STRETCH

ENGINEER STRIPE

Lightweight and breathable, this eyelet knit fabric blends 90% polyester and 10% spandex for four-way stretch and moisture-wicking performance. At 170 GSM, it offers soft comfort, airflow, and easy movement—ideal for both active and everyday wear.