



G/FORE

## **BUBBA MASTERS G/FORE COLOUR FOR AUGUSTA**

Bubba Watson will be at the G/FORE-front in the fashion stakes at Augusta National this week.

The two-time Masters champion is gunning for a third green jacket and will go for one of golf's most coveted titles wearing the innovative fashion brand G/FORE, founded by Mossimo Giannulli.

Watson has already claimed the Northern Trust Open this season and will be among the favourites to repeat his Masters success of 2012 and 2014 when the first tee shot is struck on Thursday. And the 37-year-old Floridian will certainly catch the eye as he showcases the range of G/FORE gloves and shoes at one of the world's most famous golf courses.

The big-hitting left-hander will be wearing the Pacific blue glove when he starts his quest for the title on Thursday, coupled with the Gallivanter IV.0 Charcoal shoe. He will then show off some of brighter G/FORE colour choices for his second round on Friday.

His Saturday choice captures the spring mood in yellow with the Fly glove and Striped Onyx Gallivanter IV.0 as he attempts to make his mark on Saturday's 'moving day'.

And green is the appropriate colour for Sunday's final round with the Clover glove, partnered with matching custom Gallivanter shoes. It's an outfit which would be perfectly-matched with another winner's jacket!

The G/FORE brand was created by fashion-industry pioneer Giannulli – founder of the billion-dollar clothing company Mossimo Inc – in 2011 after he became frustrated in his search for colourful and functional golf gloves.

Giannulli said: "I have had a lot of fun with Bubba on this project. He is a sneaker head and has been very involved in the collaborative design of our special edition shoes for the Masters. I'm looking forward to working with him on many more innovative designs and projects."

And Watson believes his partnership with G/FORE can fire him to further success.

Watson said: "I'm thrilled to partner with the up-and-coming giant, G/FORE! The quality of the leather is unparalleled to its competition. Being a feel player, my glove and shoes are a very important part to my success on the golf course and G/FORE'S tailored fit and top-notch material provide me the best chance to win.

"I love their unique vision and their crazy colour schemes – they have definitely raised the bar for golf fashion. Mossimo's constant pursuit for perfection has shown with their top-of-the-line customised products. I'm happy to be part of the GFORE team!"



Giannulli added: “We're honoured to be working with a world champion golfer and a great family man. To have Bubba, with one of the fastest swing speeds on tour, rely on our shoes and gloves to play his best says a lot about the performance of our products.

“We believe we have struck the perfect combination between style and performance with fashion and comfort both at the top of our priorities.”

Bubba will not be the only Watson in the limelight with namesake Tom – himself a two-time Masters champion in 1977 and 1981 – set to wave a fond farewell in what is planned to be his last Augusta outing.

The popular 66-year-old is rightly considered as a legend of the game and made his bow at the event 46 years ago in 1970. Just as he did at St Andrews last summer at the Open, Watson will make his emotional final waves to the Augusta crowd wearing a G/FORE glove.

Club golfers can lay their hands on the G/FORE collection of gloves and shoes at selected pro shops countrywide, while the products are also available on [www.gfore.com](http://www.gfore.com).

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### Information for journalists

- Mossimo Giannulli – who is married to *Full House* and *Summerland* actress Lori Loughlin – founded G/FORE in 2011 after becoming frustrated in his search for colourful and functional golf gloves.
- A fashion industry veteran and avid golfer, Giannulli founded the billion-dollar clothing company Mossimo Inc in 1987 and brokered a first-ever designer-exclusive distribution deal with Minneapolis-based Target Stores in 2000. G/FORE embodies Giannulli’s expertise in fashion, passion for golf, and dedication to creating products of unmatched performance and unparalleled style.
- G/FORE’s first few years have seen it grow from crafting colourful gloves to also producing professional-level, premium golf shoes, bags and accessories. Spring 2016 welcomes a highly anticipated apparel collection for both men & women.
- In just the few short years since G/FORE was introduced to the world, the brand has been worn by professional golfers, award-winning actors, rock stars, ice hockey’s ‘Great One’, Wayne Gretzky, and *Golf Digest*’s impeccable Mr Style, Marty Hackel.
- G/FORE gloves, shoes, apparel and accessories are worn by professionals every week on the PGA, Champions, European, Japanese and LPGA Tours.

For further information on G/FORE products please contact [pr@gfore.com](mailto:pr@gfore.com)