

**PRESS RELEASE STOCKHOLM, 3 MARCH 2019**

DAILY SPORTS UNVEILS THIS SPRING’S COLOURFUL AND VERSATILE GOLF COLLECTION

**Versatile tops together with stylish patterns brighten up any female golfer’s
wardrobe in Daily Sports’ spring 2019 collection.**

Daily Sports today unveil their 2019 golf collection. The prints range from bold and daring to soft and feminine, all in styles that have the brand’s celebrated ‘fit that flatters every body type’ hallmark. The pieces in this season’s colour themes all work together with silhouettes that you can mix, match, and layer.

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“I am proud of how we have been focusing on how to get more out of our looks with tops and trousers that are easily transitioned from golf greens to city life”, says Ulrika Skoghag, CEO at Daily Sports.

Daily Sports’ golf trousers Magic, Miracle and Lyric have grown extremely popular over the years. For the Spring 2019 collection they come in new colours such as ultra blue, misty green and watermelon red.

“The Daily Sports designers are just so good at combining fashion-forward, feminine colours in unique patterns and styles.” notes Agatha Sapak, Managing Director of Laird International, the company’s US distributor. She continues, “We’re always excited to see what’s coming next and this year they’ve outdone themselves.“

Learn more at [www.dailysports.com](https://www.dailysports.com/en/)

**FOR MORE INFORMATION, PLEASE CONTACT:**

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Daily Sports creates sportswear for women all over the world. Established in 1995, the company’s ambition is to encourage women to embrace an active life. Daily Sports is a Swedish family business now run by second-generation CEO Ulrika Skoghag. The company currently markets its collections in 28 countries via a network of 20 distributers, with an annual turnover of SEK 70 million, of which the Swedish market accounts for approximately SEK 20 million.

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