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DAILY SPORTS HOLIDAY COLLECTION

**Daily Sports releases winter Holiday Collection. With close on 25 years   
in the industry, Daily Sports really knows how to design women's golf clothes.**

Daily Sports is launching its long-awaited Holiday Collection ahead of the Christmas holidays. The collection has a very feminine touch, and is designed for long weekends and for countries currently enjoying summer.

“We decided to launch part of our collection to meet preseason demand. Our presence in countries such as the USA, South Africa, Australia, Morocco, Turkey   
and Mauritius means we have to meet needs all year round,” says Ulrika Skoghag, CEO of Daily Sports.

You’ll be dreaming of far-away sun-drenched golf courses and exotic destinations with the colours – papaya, almond, spearmint and peach. The summery feel is enhanced by the flamingos, animal prints and palm leaves that feature in this season’s designs.

“My favourite is the Trish dress. It’s a touch retro, with its graphic print, yet it’s designed to feel fresh and contemporary,” says Pernilla Sandqvist.

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

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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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