

HONMA APPAREL EXHIBITION for 2019-SS COLLECTION

Presented strategy and products line up in order to launch apparel in full-scale

HONMA GOLF CO., LTD. (head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; representative director & president: Yasuki Ito) held [HONMA APPAREL 2019-SS COLLECTION] exhibition at Image Studio 109 Yotsuya Studio at July 4th 2018.



HONMA presented strategy of re-launched HONMA apparel business as well as 2019-SS COLLECTION concept and product at the show.

2019-SS COLLECTION offers 3 lines, which not only deliver original Honma fun but also meet the needs of female golfer and young golfers.

- For People who demand a result. **PERFORMANCE LINE**
The representative line as NEW HONMA APPAREL; equipped with three functional features designed for achieving outstanding performance;
- For People who demand comfort. **SIGNATURE LINE**
Combining beauty and functionality; a luxurious line with high quality materials;
- For people who demand freedom. **Town&Turf LINE**
Casual line to remind urban dwellers of joy and pleasure of sports on the turf as much as in the town.

HONMA offers pants which are uniquely developed with high functional technology for 2019-SS COLLECTION.

- Function 1 : **Invisible Stabilizer**
Secret recipe to improve performance.
The element of golf performance is to stabilize the lower back and strengthen support. "Invisible Stabilize" supports golf movement, leads to performance improvement and alleviates fatigue.
- Function 2 : **Urbild4D**
The pattern synchronizes to any body movement.
It's invented based on human engineering and anatomy of Prof. Makazawa, and widely applied on the performance wear of Olympic athletes as well. Urbild4D synchronizes to any body movement and expands possibility to improve wearing experience.
- Function 3 : **Stretch Waist**
Beauty for look and silhouette.
Protean elastic material is designed for waist area which is the key role of golf body movements. It alleviates wearing stress while maintaining beautiful and dynamic silhouette.

2019-SS COLLECTION will be available from January 2019 in series.