

Fashion FORECAST

Ladies' Golf Swings Into Style

(NAPSA)—What better time for women to get involved in golf? From the success of pros like Annika Sorenstam, Suzy Whaley and Hilary Lunke, women's golf has been on the tip of the media's tongue and all the rage on the nation's courses. Women are picking up their clubs and are eager to learn something new and really enjoy the sport. Studies show that on the country club green, women are more likely to take golf lessons than men, and are an important part of the best customer base in the industry.

Getting into the action on the links doesn't have to be intimidating. Grab a buddy—statistics show that having a friend to play with is twice as influential to the enjoyment of the game as score, course conditions, competition and exercise.

And no need to stress about what to wear—brands like Lizgolf by Liz Claiborne blend ease and comfort with femininity and functionality for appropriate dressing both on and off the course. Since more than 50 percent of the game is mental, Lizgolf designer Tracey Mammolito says, "If you're comfortable in what you're wearing, you'll feel better about your game." From the fairway to everyday, style and fit are important and the options are endless. Lizgolf is now offering key pieces like basic polo shirts and pleated pants in Petite and Plus sizes. Look also for touches of cashmere in sweaters



Fashion meets function—100 percent cotton cap sleeve polo by Lizgolf with moisture management properties.

and luxurious spun silk in vests as part of a new Luxe Edition to the women's golf line.

Up-to-date fashion doesn't mean lack of performance. Mammolito says, "Look for pieces with special treatments and technical properties that are still feminine and flattering. Within the Lizgolf line you'll find windshirts with UV Protection and water/stain resistance, capsleeve polo shirts and tops with moisture management to wick away sweat."

And if it's good enough for the pros, it's good enough for your favorite green—Lizgolf has been the official wardrobe provider for the U.S. Solheim Cup team for the past two years. For more information on Lizgolf, visit www.lizclaiborne.com or call 1-800-555-9838.