Kate Lord
COLLECTION

SUMMER • FALL
APPAREL
2021

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GET AHEAD • BE AHEAD • STAY AHEAD

AHEAD... going strong!

Founded in 1995 in a garage in Mattapoisett, Massachusetts, AHEAD has since evolved into a leading provider of headwear, apparel, and accessories to the golf market. Our original inspiration was to add creative ornamentation to what was otherwise a very traditional and conservative product – golf headwear. Not only was this a smashing success but we paved the way for more creative and unique headwear in golf for years to come. We are still leading that charge across multiple product categories and today our products can also be found in the corporate, resort, and collegiate markets – as well as numerous professional golf events and at www.aheadusashop.com. We are continually exploring new and innovative ways to help our customers bring their logos to life. As a part New Wave Group out of Sweden since 2011, and with a culture focused on backing up great innovation with great service, AHEAD is poised to keep going strong. We thank our wonderful associates and the many loyal friends and customers that have supported us throughout the years.

CORPORATE SOCIAL RESPONSIBILITY

AHEAD... in good standing!

AHEAD, LLC is committed to a platform corporate responsibility, striving for business solutions that integrate financial responsibility with long term social and environmental perspectives. AHEAD is also committed to ensuring fair working conditions in our supply chain and is a member of FLA.

LICENSES & AFFILIATIONS

AHEAD... in good company!

AHEAD USA - WORLD HEADQUARTERS

AHEAD, LLC • 270 SAMUEL BARNET BLVD • NEW BEDFORD, MA 02745

W: AHEADWEB.COM P: 800 282 2246 F: 508 985 3048

DOMESTIC ORNAMENTATION KEEPS US AHEAD!

Get AHEAD with impulse sales!

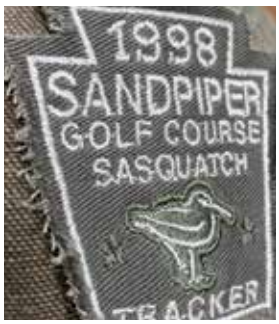
For over 25 years, AHEAD has provided our retail partners with new and innovative ways to get their apparel and headwear noticed. Put AHEAD's domestic ornamentation capabilities and unmatched knack for "shelf appeal" to work for you... and get ready to restock!

Screen print: hundreds of templates to choose from!

Open edged felt applique

"Greenwich" printed faux suede

"Chatham" needlepoint embroidery



Frayed twill applique

"Venice" printed applique with "Bounce Stitch"

Metallic "SonicWeld"

Closed edge twill or felt applique

Direct embroidery

"AEROflex"

Vintage "Chain Stitch"

Raised "Bounce Stitch" embroidery

Printed "Vintage Labels" with direct embroidery

Printed "Vintage Labels"

"Cambridge" embroidered patches

Looped chenille applique

A. SN01-4101 TRUE NAVY
B. KE47-5946 SURF
C. K39PD1-5530 MINT
D. SN08-4101 TRUE NAVY
E. SN09-4101 TRUE NAVY
F. KE46-4101 TRUE NAVY
G. M47AE1-4110 NAVY
H. K39PD1-5530 MINT
I. FB43 -4101 TRUE NAVY
J. SN07-1000 WHITE
K. SN04-1000 WHITE
L. SN03-5946 SURF

SURF GRAPEFRUIT & TRUE NAVY

Surf, Grapefruit, & True Navy

NEW SN07 *DIANA* $64.00

CODE	COLOR	XS	S	M	L	XL	2X
-1000	WHITE						

92% POLY / 8% SPANDEX

NEW SN03 *ELLA* $60.00

CODE	COLOR	XS	S	M	L	XL	2X
-5946	SURF						

92% POLY / 8% SPANDEX

NEW SN01 *SKYLAR* $58.00

CODE	COLOR	XS	S	M	L	XL	2X
-4101	TRUE NAVY						

62% POLY / 33% RAYON / 5% SPANDEX

KE47 *CASITAS* $55.00

CODE	COLOR	XS	S	M	L	XL	2X
-5946	SURF HEATHER						

85% POLY/10% TENCEL/5% SPANDEX

NEW FB43 *SOPHIA* $64.00

CODE	COLOR	XS	S	M	L	XL	2X
-4101	TRUE NAVY						

95% POLY / 5% SPANDEX

NEW SN04 *MAYA* $60.00

CODE	COLOR	XS	S	M	L	XL	2X
-1000	WHITE						

92% POLYESTER / 8% SPANDEX

KE46 *SADE* $59.00

CODE	COLOR	XS	S	M	L	XL	2X
-1000	WHITE						
-4101	TRUE NAVY						

85% POLY/10% TENCEL/5% SPANDEX

NEW SN08 *MORGAN* $73.00

CODE	COLOR	XS	S	M	L	XL	2X
-4101	TRUE NAVY						

92% POLY / 8% SPANDEX

NEW SN09 *CORINTH* $66.00

CODE	COLOR	XS	S	M	L	XL	2X
-4101	TRUE NAVY						

92% POLY / 8% SPANDEX

Surf, Grapefruit, & True Navy

KA17 *MELISSA* $78.00

CODE	COLOR	XS	S	M	L	XL	2X
-4101	TRUE NAVY						

90% POLY / 10% SPANDEX

NEW **KA57 *TAYLOR*** $76.00

CODE	COLOR	XS	S	M	L	XL	2X
-1000	WHITE						
-4101	TRUE NAVY						

100% POLYESTER

KA50 *LA SALLE* $76.00

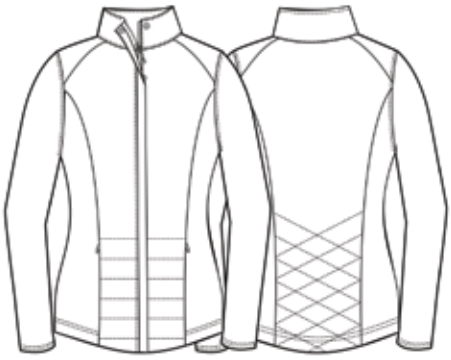
CODE	COLOR	XS	S	M	L	XL	2X
-4101	TRUE NAVY						

90% POLY / 10% SPANDEX

SK06 *SUE* $58.00

CODE	COLOR	XS	S	M	L	XL	2X
-4101	TRUE NAVY						
-1000	WHITE						

66% POLY /29% RAYON/ 5% SPANDEX



NEW **KA58 *CHANELLE*** $84.00

CODE	COLOR	XS	S	M	L	XL	2X
-1000	WHITE						

WOVEN 100% POLY
KNIT 95% POLY / 5% SPANDEX

KS46 *WARWICK* $60.00

CODE	COLOR	2	4	6	8	10	12	14	16
-2	WHITE								

96% POLY / 4% SPANDEX

KA62 *QUINTESSENTIAL* $65.00

CODE	COLOR	XS	S	M	L	XL	2X
-1000	WHITE						
-4101	TRUE NAVY						

88% POLY/12% SPANDEX Skirt
90% POLY/10% SPANDEX Undershort

SUGGESTED HEADWEAR

K39PD1 *LACONIA*

- LADIES CUT • PIGMENT DYED TWILL
- UNSTRUCTURED • CLOTH STRAP
- METAL GRAB

-5530 MINT

-6 NAVY

K46PLC *SIENA*

- LADIES FIT • AEGIS TECH FABRIC
- LASER PERFORATED SIDE PANEL DESIGN
- COMFORT STRETCH VELCRO CLOSURE

-5946 SURF GREEN

-1000 WHITE

K60ATV *SERENA*

- VISOR • MID RISE • AEGIS TECH FABRIC
- COMFORT STRETCH VELCRO CLOSURE

-4000 NAVY

-1000 WHITE

True Navy, Ballet, & White

A. KE02-4101 TRUE NAVY
B. KE50-8567 BALLET HEATHER
C. E27EP1-4000 NAVY
D. K60ATV-8290 SOFT PINK
E. K60ATV-1000 WHITE
F. KE32-1000 WHITE
G. KE02-8657 BALLET
H. KE01-4101 TRUE NAVY
I. K46PLC-8290 SOFT PINK
J. KE46-1000 WHITE

Raspberry, Black & White

A. AJ12-6674 ORANGESICLE
B. K46PLC-0100 BLACK
C. KE02-8656 RASPBERRY

D. KA19-0100 BLACK
E. C47LGT-8105 MAGENTA
F. K46PLC-0400 CARBON
G. K42KL1-100P WHITE/POWER PINK
H. KA62-0100 BLACK
I. KE47-1000 WHITE
J. KE46-0100 BLACK HEATHER

ESSENTIALS

TOP: KE47

BOTTOM: KA62

Essentials: Tops

KE47-8657 BALLET HEATHER

KE46-5946 SURF HEATHER

KE02-0100 BLACK

KE47 *CASITAS* *$55.00*

85% POLYESTER / 10% TENCEL / 5% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE (N)							
9140	IRIS HEATHER							
5946	SURF HEATHER		X					
8657	BALLET HEATHER							
4101	TRUE NAVY HEATHER (N)							
8205	PASSION HEATHER							

KE46 *SADE* *$59.00*

85% POLYESTER / 10% TENCEL / 5% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK HEATHER							
8657	BALLET HEATHER							
4101	TRUE NAVY HEATHER (N)							
8205	PASSION HEATHER							

KE02 *EDEN* *$53.00*

92% POLYESTER / 8% SPANDEX JERSEY

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							
4101	TRUE NAVY							
5946	SURF							
3571	POPPY							
8656	RASPBERRY							
8657	BALLET							
9140	IRIS							

KE01-8658 RASPBERRY

KE20-1000 PEARL HEATHER

KE01 *CHELSEA* *$56.00*

92% POLYESTER / 8% SPANDEX JERSEY

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							
4101	TRUE NAVY							X
3571	POPPY							
8656	RASPBERRY		X					
8657	BALLET							

KE20 *MAYFIELD* *$30.00*

100% SPIN DYE POLYESTER

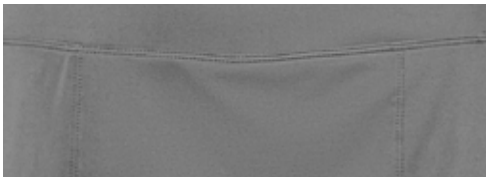
CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							
4000	NAVY							
4490	TOUR BLUE							
3000	RED							

Essentials: Bottoms

KE51-8856 RASPBERRY

KE45-4101 TRUE NAVY

KE32-0400 CARBON



KE51 *MIRABEL* *$66.00*

96% POLYESTER / 4% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
8656	RASPBERRY							

KE45 *BOLTON* *$66.00*

95% POLYESTER / 5% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
4101	TRUE NAVY							

KE32 *WAYLAND* *$59.00*

91% POLYESTER / 9% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
4101	TRUE NAVY							
0400	CARBON		X					

KE51

Essentials: Bottoms

KA62-4101 TRUE NAVY

KS46-2 WHITE

KA62 *QUINTESSENTIAL $65.00*

88% POLY / 12% SPANDEX Skirt
90% POLY / 10% SPANDEX Undershort

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							
4101	TRUE NAVY							
8205	PASSION							

KS46 *WARWICK* $60.00

96% POLYESTER / 4% SPANDEX

CODE	COLOR	SWATCH	2	4	6	8	10	12	14	16
2	WHITE									
1	BLACK									
4	ASH							X	X	X
3	NAVY									
3000	RED									

KE02

KE45

MIDLAYER

KA50

KA62

KE31-4101 TRUE NAVY

KE31 *SUMMERHILL* *$72.00*

90% POLYESTER / 10% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
4101	TRUE NAVY							
8656	RASPBERRY		X					
3571	POPPY							

KA50 *LA SALLE* *$76.00*

90% POLYESTER / 10% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
9140	IRIS		X					
8205	PASSION		X					
4101	TRUE NAVY		X					

Essentials: Midlayer

KE50-3571 POPPY HEATHER

KA17-8856 RASPBERRY

KA31-4100 TRUE NAVY/WHITE/POPPY

KE50 *FLOW* *$72.00*

100% POLYESTER DOUBLE JACQUARD

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
0100	BLACK HEATHER							
9140	IRIS HEATHER							
8657	BALLET HEATHER							
3571	POPPY HEATHER							

KA17 *MELISSA* *$78.00*

90% POLYESTER / 10% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							
4101	TRUE NAVY							
8656	RASPBERRY							

KA31 *KENDALL* *$72.00*

83% POLYESTER / 17% SPANDEX INTERLOCK

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
0100	BLACK / WHITE / CARBON							
4100	TRUE NAVY / WHITE / POPPY							
9140	IRIS / WHITE / TRUE NAVY							

KA17

Essentials: Midlayer

KL47-8856 RASPBERRY

KA21-4101 TRUE NAVY HEATHER

KA10-1000 WHITE

KL47 *MEGHAN* $69.00

70% COTTON / 30% MODAL Y/D DOUBLE JACQUARD

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
0100	BLACK							
4000	NAVY							X
9140	IRIS							
8657	BALLET							
8656	RASPBERRY							

KA21 *JESSICA* $76.00

70% COTTON / 30% MODAL

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
0100	BLACK HEATHER							
4101	TRUE NAVY HEATHER							
8657	BALLET HEATHER							
3571	POPPY HEATHER							

KA10 *TRADEWIND* $76.00

100% POLYESTER KNIT FLEECE

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							

KA21

eKLipse
SPF50+
sun protection

KA42-5946 SURF

KA42 *IDALIA* *$66.00*

95% POLYESTER / 5% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
8205	PASSION							
5946	SURF							
0100	BLACK (N)							

eKLipse
SPF50+
EXCLUSIVELY BY
Kate Lord

Essentials: Outerwear

KA19-0100 BLACK

KA04-1000 WHITE

KA39-8410 BLUSH

KA19 *COASTAL* $78.00

100% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							
8657	BALLET							

KA04 *PERSIA* $76.00

100% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							

KA39 *LOVELAND* $72.00

100% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
8410	BLUSH							
0990	FOG							

KA39

KA58-9140 IRIS

NEW **KA58** *CHANELLE* *$84.00*

WOVEN- 100% POLYESTER
KNIT- 95% POLYESTER 5% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE		X					
0100	BLACK		X					
9140	IRIS		X					

KA57-0100 BLACK

NEW **KA57** *TAYLOR* *$76.00*

WOVEN- 100% POLYESTER
KNIT- 95% POLYESTER 5% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE		X					
0100	BLACK		X					
4101	TRUE NAVY		X					

KA58

Essentials: Casual

KA34-9410 LILAC

KE44-8641 PETAL HEATHER

KA20-0400 CARBON

KA34 *BELLAIRE* *$68.00*

49% POLYESTER / 48% RAYON / 3% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
0400	CARBON							
4101	TRUE NAVY							
8657	BALLET (N)							
9410	LILAC (N)							

KE44 *PINE RIDGE* *$62.00*

58% COTTON/39% POLYESTER/3% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0400	CARBON HEATHER							
4101	TRUE NAVY HEATHER							
8641	PETAL HEATHER							

KA20 *TRACY* *$64.00*

60% COTTON/40% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0400	CARBON HEATHER							
4101	TRUE NAVY HEATHER							
8657	BALLET HEATHER							

Essentials: Casual

SK25-8657 BALLET HEATHER

KA25-4101 TRUE NAVY

KA54-0400 CARBON

SK25 *RETREAT* *$64.00*

100% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
0400	CARBON HEATHER		X					X
8657	BALLET HEATHER		X					

KA25 *MONTEREY* *$66.00*

60% COTTON/40% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE		X					
4101	TRUE NAVY		X					

NEW

KA54 *HARPER* *$76.00*

54% RAYON 26% LUREX 16% POLY 4% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE HEATHER		X					
0400	CARBON HEATHER		X					
4101	TRUE NAVY HEATHER		X					

KA54

Essentials: Casual

SK06-7410 DAISY HEATHER

KE23-5946 SURF

KE41-4101 TRUE NAVY HEATHER

SK06 *SUE* $58.00

66% POLYESTER / 29% RAYON / 5% SPANDEX

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1120	PEARL HEATHER							
0400	CARBON HEATHER		X					
0180	CHARCOAL HEATHER		X					
4101	TRUE NAVY HEATHER							
9140	IRIS HEATHER							
8657	BALLET HEATHER							
6672	GRAPEFRUIT HEATHER							
7410	DAISY HEATHER (N)							
1000	WHITE SOLID (N)							
0100	BLACK SOLID (N)							

KE23 *CASTLETON* $52.00

60% COTTON / 40% POLYESTER GARMENT DYE

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0150	COAL							
5946	SURF							

KE41 *BAYBERRY* $54.00

60% COTTON / 40% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
0180	CHARCOAL HEATHER		X					X
8641	PETAL HEATHER		X					

SK06

T-SHIRTS

KE43

Essentials: T-Shirts

KE43-4101 TRUE NAVY

KE25-8655 FUSCHIA HEATHER

KE26-5946 SURF

KE43 *SUNSET* *$28.00*

100% SLUB COTTON

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE		X					
0100	BLACK		X					
4101	TRUE NAVY		X					
9140	IRIS		X					X
6672	GRAPEFRUIT		X					X

KE25 *DANBY* *$25.00*

50% POLYESTER / 25% COTTON / 25% RAYON TRI BLEND

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							X
0100	BLACK HEATHER							X
0420	GREY HEATHER							X
4982	MARITIME HEATHER							X
5000	GREEN HEATHER							X
8655	FUSCHIA HEATHER							X

KE26 *SANDGATE* *$25.00*

97% COTTON / 3% SPANDEX JERSEY

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0540	SILVER HEATHER							
4720	AZUL		X					
5946	SURF							
3587	ROSEBUD							
3571	POPPY		X					

KE43

Essentials: T-Shirts

KE27-0510 ATHLETIC GREY

KE37-4105 NAVY/WHITE

KE38-1000 WHITE/VINTAGE HEATHER

KE27 *JERICHO* $29.00

100% COMBED COTTON

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE							
0100	BLACK							
0510	ATHLETIC GREY							
4101	TRUE NAVY							
9400	LAVENDER							

KE37 *HARTLAND* $28.00

60% COMBED RING SPUN COTTON / 40% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1912	HEATHER / WHITE							
4105	NAVY / WHITE							
8658	HOT PINK / WHITE							

KE38 *GEORGIA* $28.00

60% COMBED RING SPUN COTTON / 40% POLYESTER

CODE	COLOR	SWATCH	XS	S	M	L	XL	2X
1000	WHITE / VINTAGE HEATHER							
4105	NAVY / VINTAGE HEATHER							

KATE LORD STYLE INDEX

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KA04	**PERSIA**	18
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KA21	**JESSICA**	16
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SN03	**ELLA**	6
SN04	**MAYA**	6
SN07	**DIANA**	6
SN08	**MORGAN**	6
SN09	**CORINTH**	6

PLEASE NOTE: The sizes listed below are for body measurements, not garment measurements.

WOMEN'S FIT GUIDE	XS	S	M	L	XL	2X
SIZE	2	4-6	8-10	12-14	16-18	20
BUST	32-34	34-36	36-38	39-41	42-44	45-48
WAIST	26-28	28-30	30-32	33-35	36-38	39-42
HIPS	34-36	36-38	38-40	41-43	44-46	47-49

CHEST/BUST: Measure the fullest part & across the shoulder blades
WAIST: Measure around the natural waistline
HIP: Measure around the fullest part of the hip