



**DISHANG** PGA SHOW HIGHLIGHTS 2026

The annual PGA Show is now in its 73rd year, the event represents an estimated \$1.2 billion in potential golf industry spending. The golf industry is expected to continue to grow in 2026 following record gains.

The biggest trend brands are focusing on is multi-use pieces, as new golfers from less traditional backgrounds gravitate toward clothing that is comfortable, versatile and wearable beyond the course.

100+ brands exhibiting, with Sun Day Red and Malbon standing out generating the most excitement and offering a point of difference in design.

# Hot Brands

Sun Day Red

Malbon

Greyson

RLX (Ralph Lauren)

Under Armour

Adidas





3D Wave



Mesh Texture



Square Grid



Seersucker



Fine waffle



Waffle knitted



Textured body



Zig Zag Jacquard



Placement gradient mesh



Cord with debossed branding



Part elasticated cuffs



Clean - look elevated placket



Contrast tipping



Contrast seam tapes



Mixed fabrications



External taped seams



Interest quilt gilet



Hybrid quilting



Heat seal insulated





Pastel shades



Classic colours - contrast details



Animal Print



Retro / Geographic



Checks



Abstract



Smock / Overhead



Overhead Light Insulated



Hybrid Bomber



Sherpa Lifestyle Fleece



Galvin Green



Antigua



DXG



Lululemon



Marie Birdie



True



J. Pritchard



Ashworth



Dunning



# Brands

PING

Callaway

Nike

Sketchers

Sofibella

Oakley

Belyn Key

J. Lindeberg

Malbon

FJ

Puma

Mantra

