

# DUNNING

SPRING | 2017



**Our game. Our industry.**

Golf is a gentleman's game steeped in history, traditions and etiquette that have evolved over decades and across continents. It is a sport that tests the mind, body and spirit. Above all, it is a pure and singularly honest pursuit.

While much in golf remains the same, it is also a sport that evolves with the times. In terms of personal style, some players prefer classic looks, while others embrace athletic looks. Some choose technical garments while their friends prefer natural fibers. Many apparel brands are trying to meet the clothing needs and desires of these players, but Dunning stands alone by offering a complete and well rounded player's collection.

Dunning understands the history, traditions and cultures of the game of golf, yet is constantly evolving.

This is our game and we are focused on protecting our industry.

That is why Dunning is a green grass focused company.



## **The Dunning Golf Brand.**

Dunning combines luxury performance fabrics with clean designs to create a collection of technical golf sportswear for men.

It is our goal to make the world's finest golf apparel possible without compromise. From start to finish, our emphasis is on fit, playability and performance.

Today's active lifestyles demand clothing that performs; Dunning delivers unsurpassed quality, year round versatility and timeless styling, making it ideal for golf, travel and leisure.



## The Dunning Player

The Dunning player has precise standards. They practice, play regularly and the game is a significant part of their lifestyle. They travel and as a result, appreciate versatile, well-made apparel for their daily lives.

That is why each piece of Dunning apparel balances function and comfort. Our approach is born from two decades at the leading edge of technical apparel design and a family tradition of fine British tailoring. Dunning only partners with the best mills and facilities to provide total quality assurance for each player.

The Dunning aesthetic is unique as it bridges both classic looks that are distinctively styled with clean athletic lines speaking directly to the traditions and heritage embraced by the game's most discerning players.



### **The Dunning Player:**

- 20% Travel to play in Scotland / Ireland
  - 30% Carry their bag or walk
  - 34% Are scratch or single digit handicap
  - 30% Carry a Scotty Cameron putter
  - 56% Play more than 50 rounds a year
- 

### **Why Players Prefer Dunning:**

- Inspired by PGA Tour roster
- Clean understated styling
- Premium performance technology
- Best fitting, technical bottoms in the game
- Versatility for playing and traveling
- Player specific fit and fabric



**Where Players Are Hearing About Dunning:**

- 10% From a friend
- 19% Other
- 20% Seen on PGA Tour roster
- 20% Social Media
- 31% Pro shop placement /  
PGA Professional recommendation

**Average Age:**

- 18-24 5%
- 25-34 23%
- 35-44 18%
- 45-54 21%
- 55-64 19%
- 65+ 14%





NICOLAS COLSAERTS



DAVID HEARN



CHARLES HOWELL III



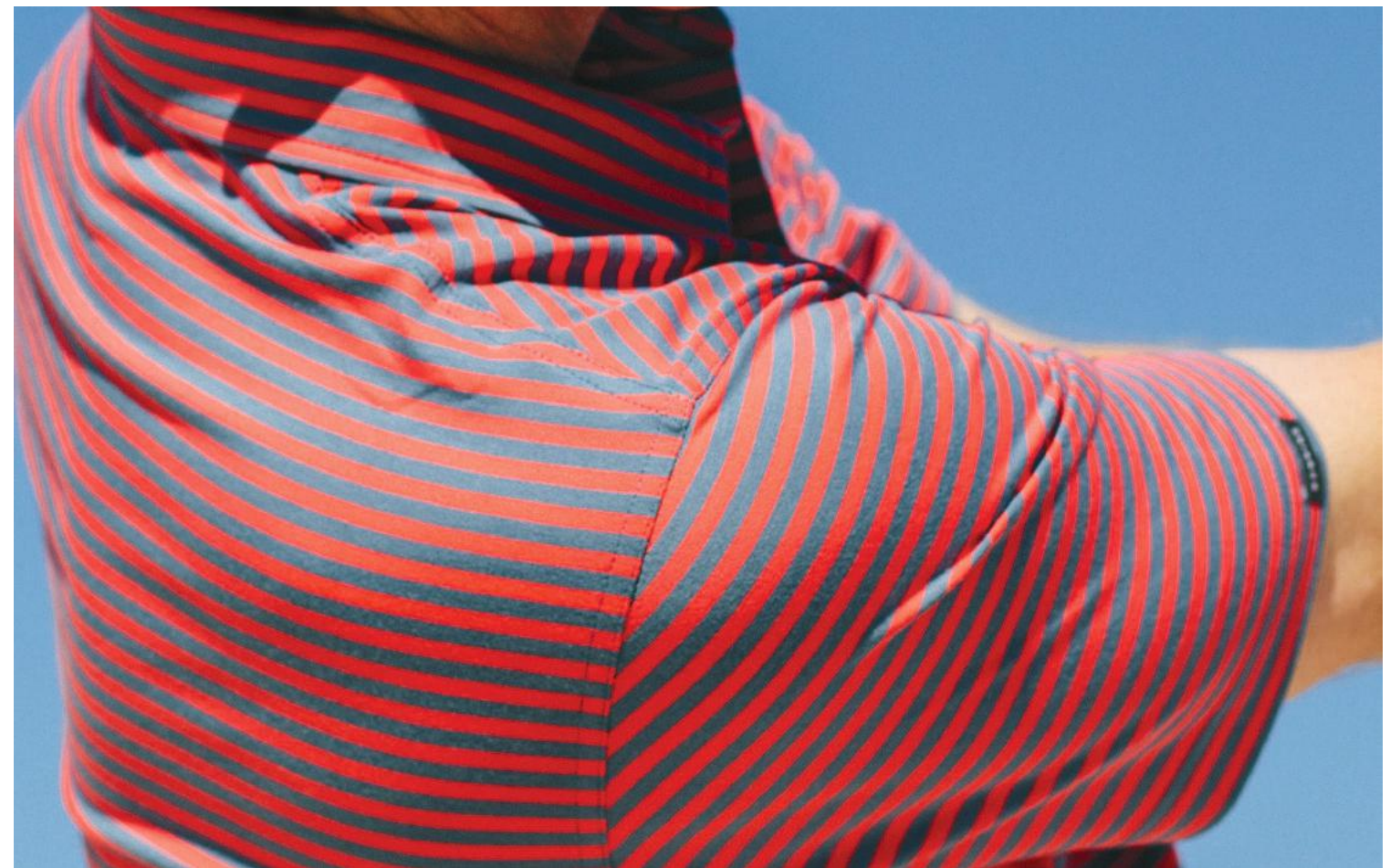
BRENDAN STEELE





K333

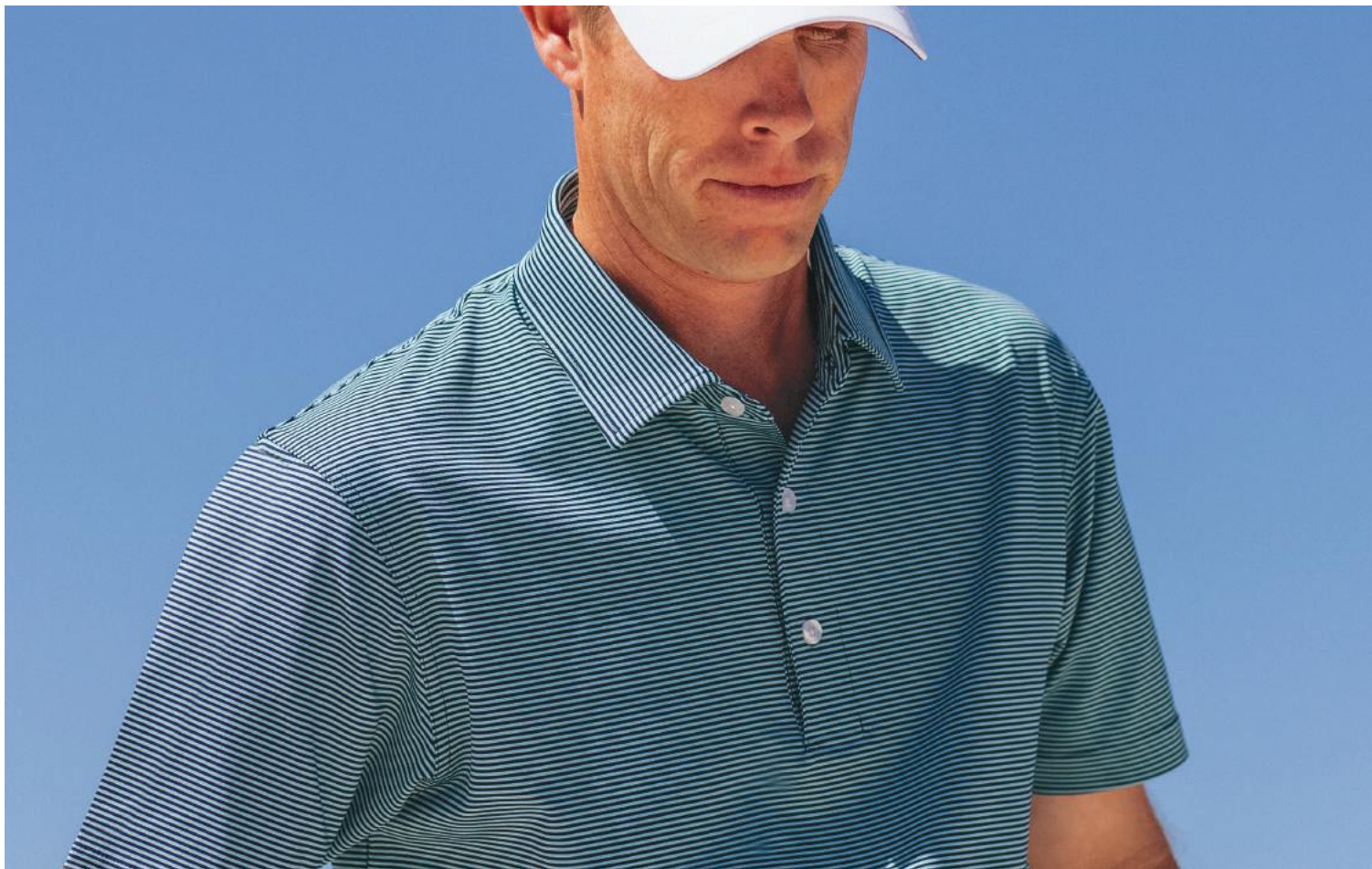
NATURAL HAND  
PREMIUM PERFORMANCE  
TIMELESS STYLING



K313

STRETCH JERSEY  
LUXURY HAND + DRAPE  
PREMIUM PERFORMANCE

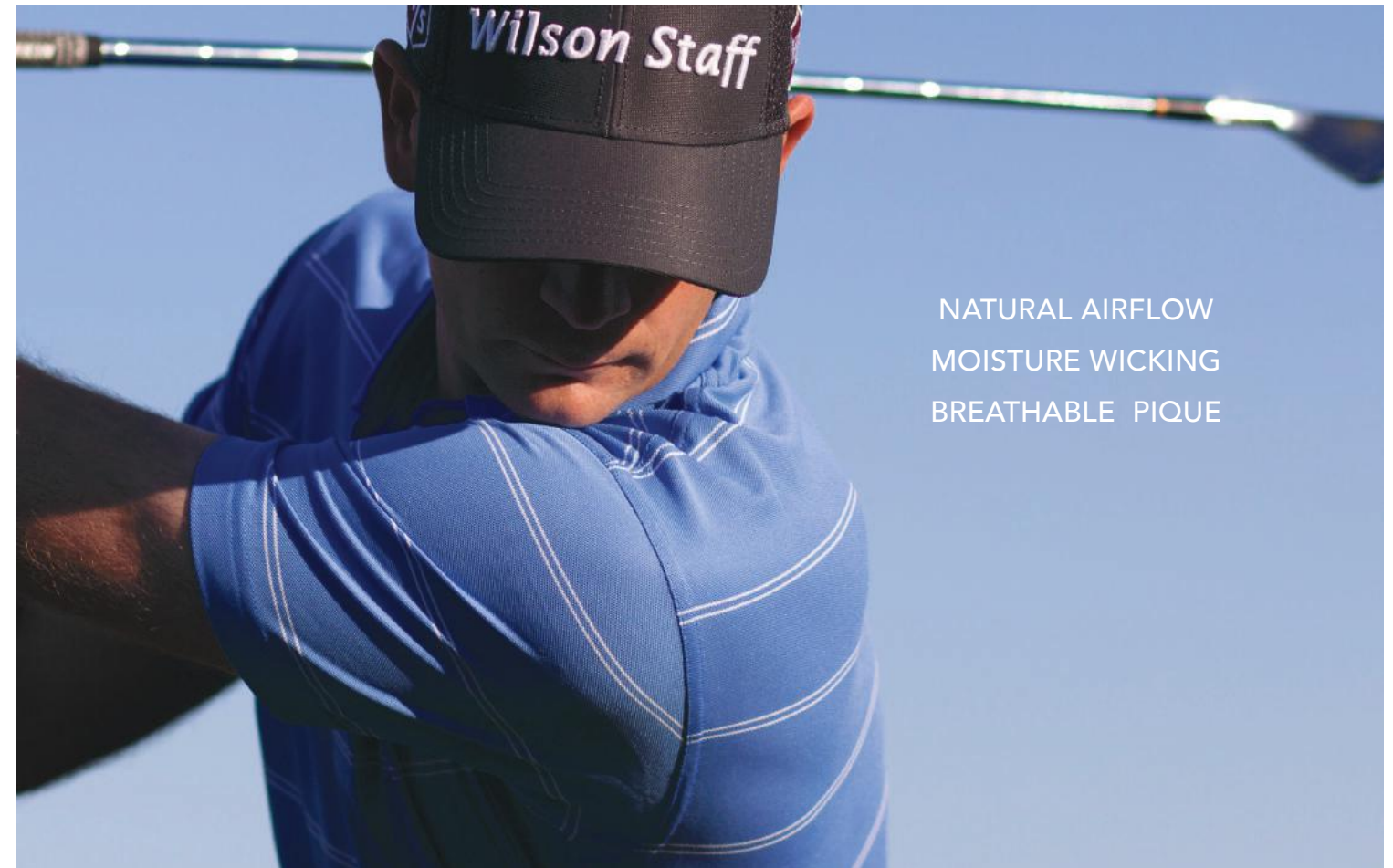




K338

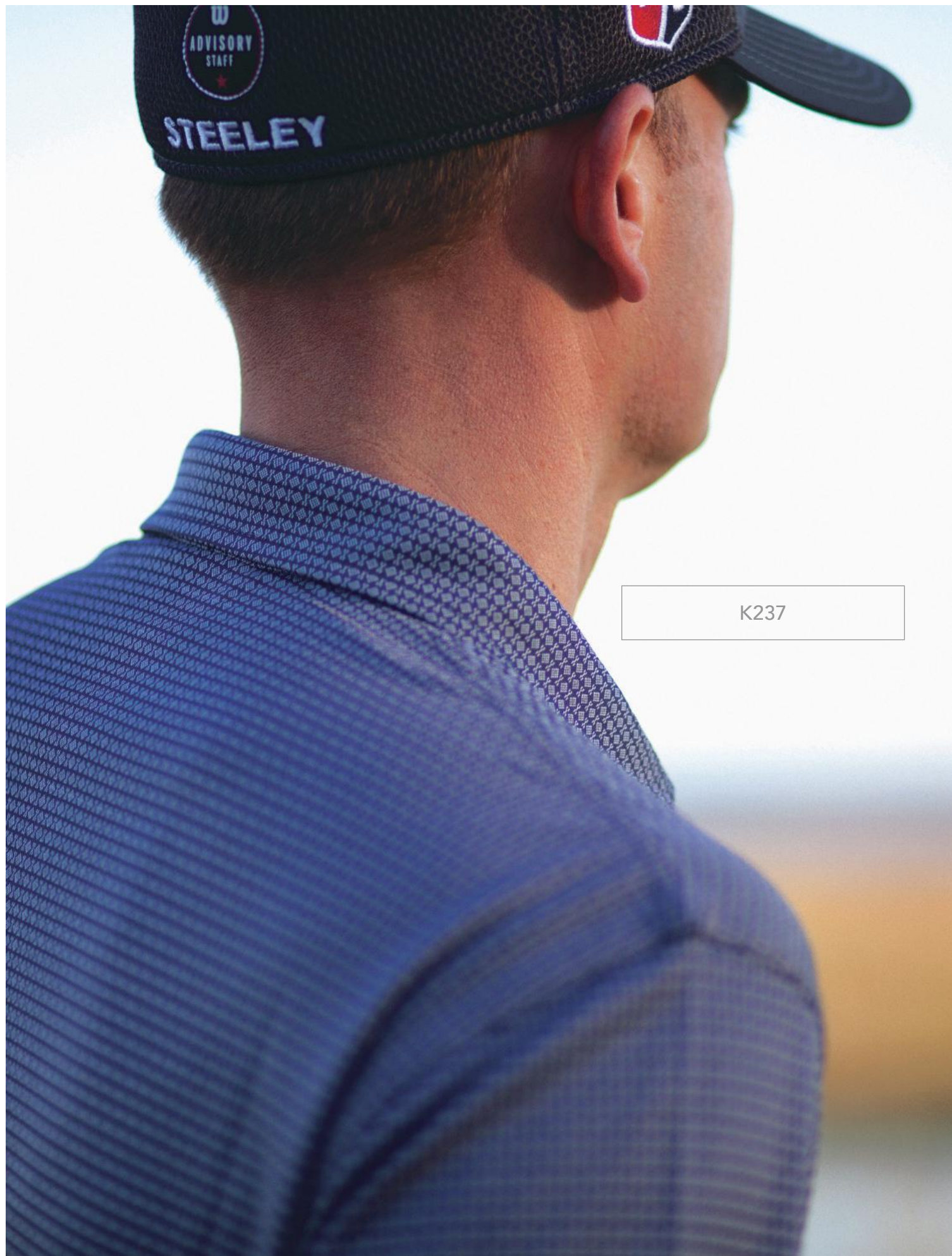


NATURAL AIRFLOW  
MOISTURE WICKING  
BREATHABLE PIQUE

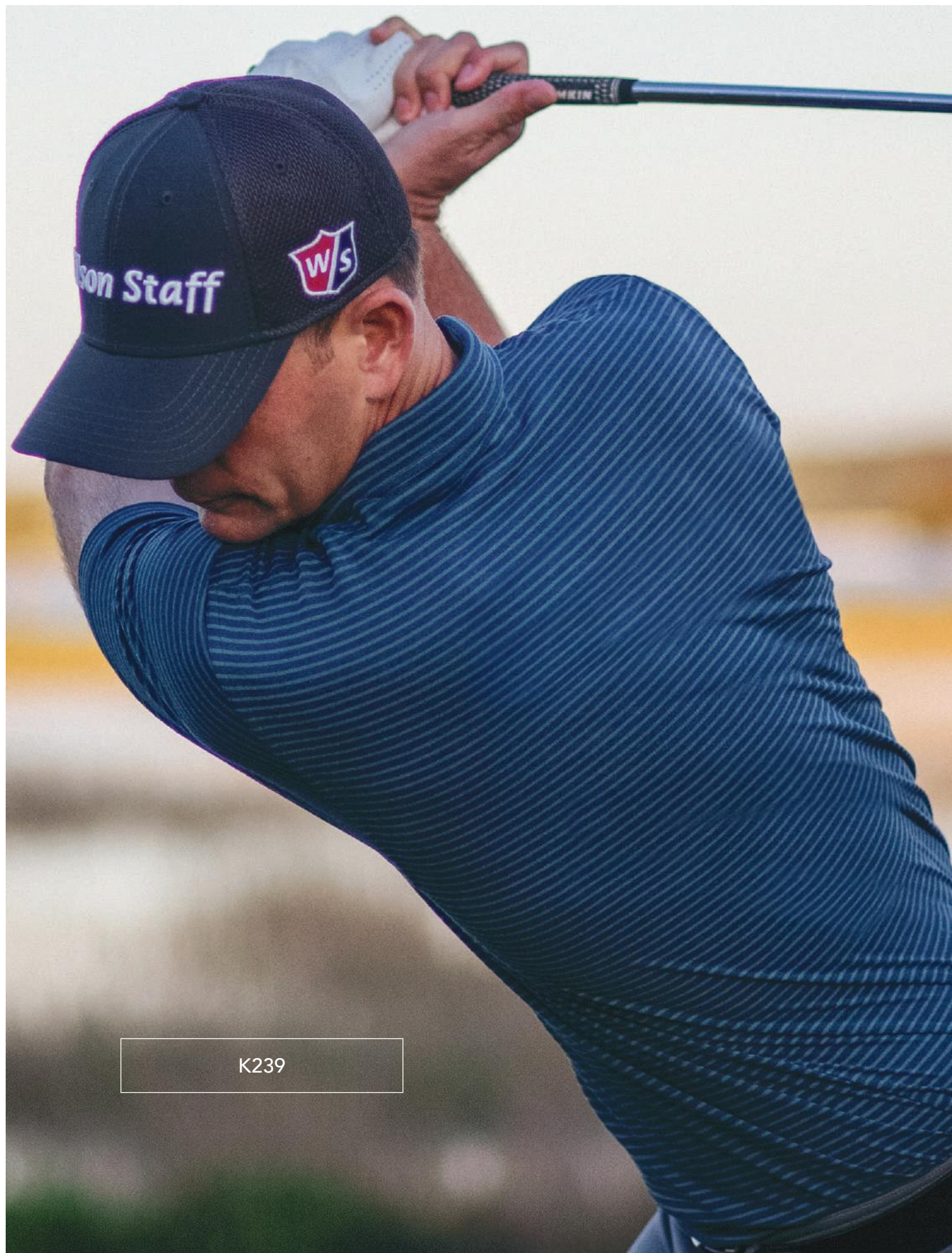




K240



K237



K239

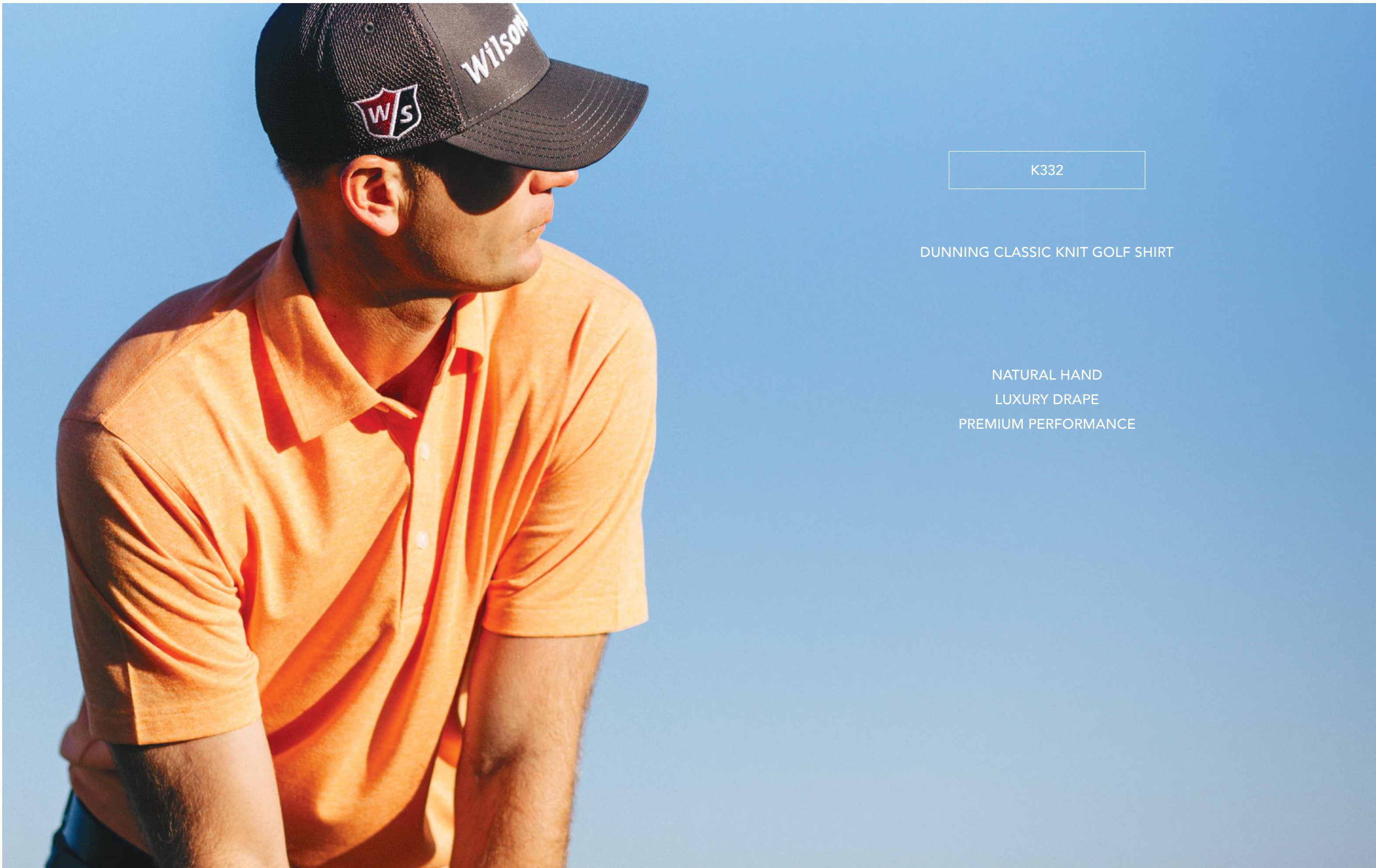


K241



K242





K332

DUNNING CLASSIC KNIT GOLF SHIRT

NATURAL HAND  
LUXURY DRAPE  
PREMIUM PERFORMANCE



K131

DUNNING CLASSIC PIQUE GOLF SHIRT

NATURAL AIRFLOW  
MOISTURE WICKING  
BREATHABLE PIQUE





THE DUNNING TOUR BELT

DUNNING PERFORMANCE BOTTOMS  
DESIGNED SPECIFICALLY  
AROUND YOUR GOLF SWING



## Dress For Comfort In All Playing Conditions

The Dunning brand is rooted not only superior quality and premium fabrics, but also in understanding what serious players need in order to perform their best.

Dunning's complete playing system uses the world's most advanced and high quality materials.

It begins with the "next to skin" fit of golf-specific, merino undergarments that provides insulation and regulates body temperature.

This combined with the technical characteristics of our shorts, pants, tops and sweaters for increased airflow, moisture management, odor control, breathability and UV protection. This allows serious players to dress using a complete system, allowing comfort and playability in all conditions.

The Dunning Players System is ideal for players purchasing apparel for travel to destinations such as Scotland and Ireland, climates in which a system would provide a superior level of comfort and familiarity. Players should invest in wardrobes in order to be able to play comfortably on trips, as opposed to buying emergency items of inferior fit and quality.

## Player Specific Merino Base Layer



Engineered specifically for golf, the player merino base layer was created using the perfect weight of merino wool that will regulate your body temperature in any weather. Offered in three styles, it's the must-have addition to a player's wardrobe

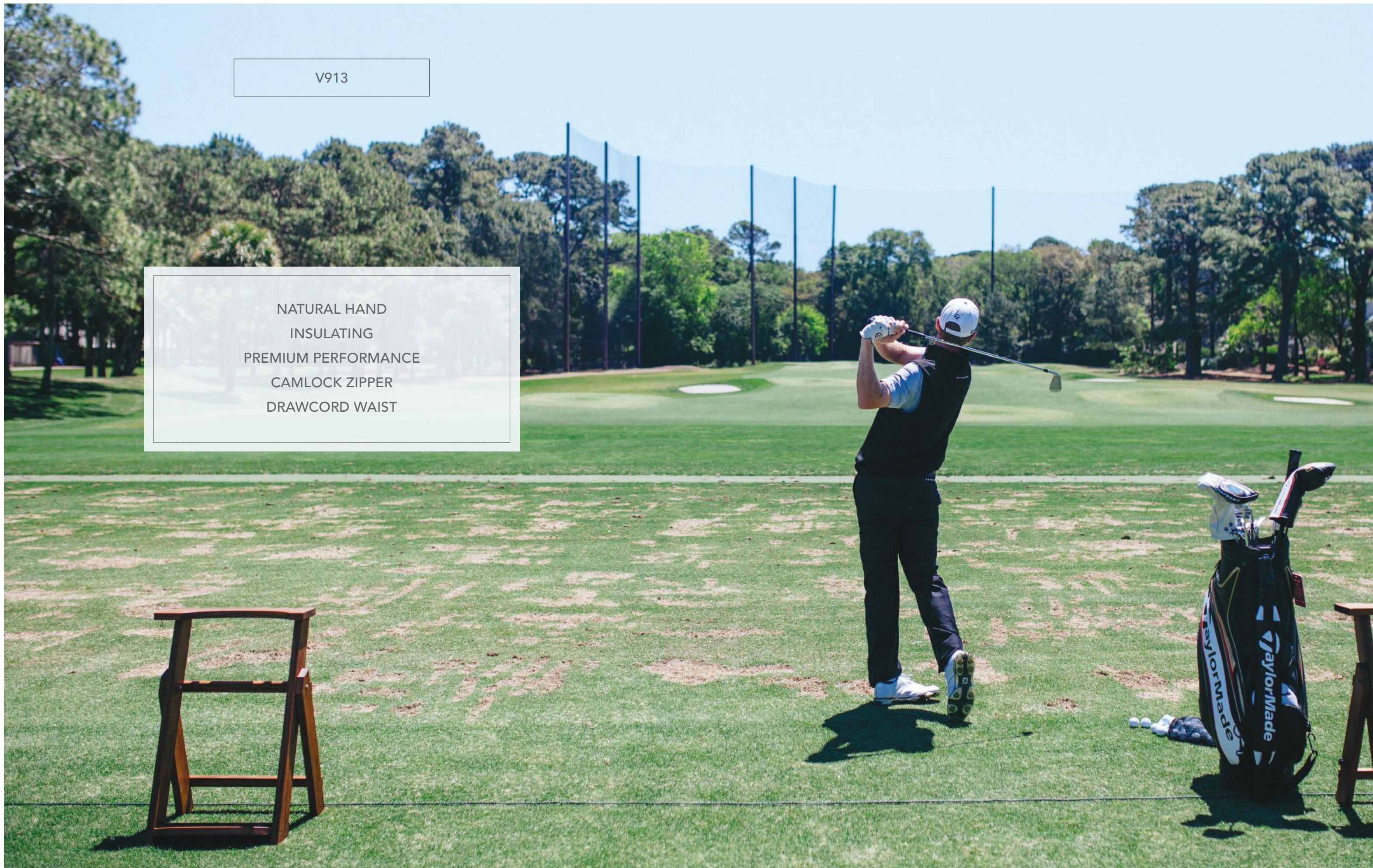
K914

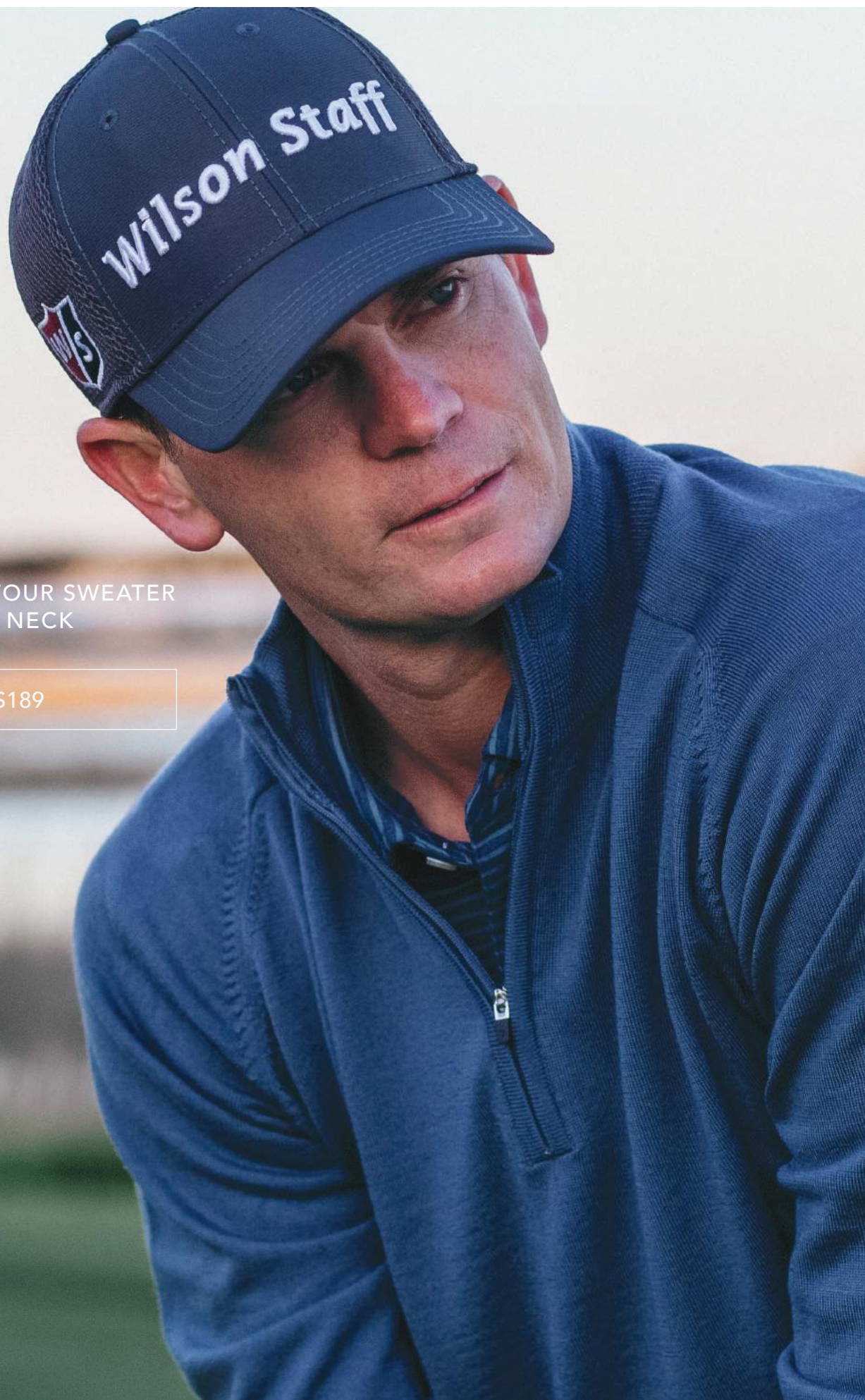
NATURAL HAND  
INSULATING  
PREMIUM PERFORMANCE  
CAMLOCK ZIPPER  
DRAWCORD WAIST



V913

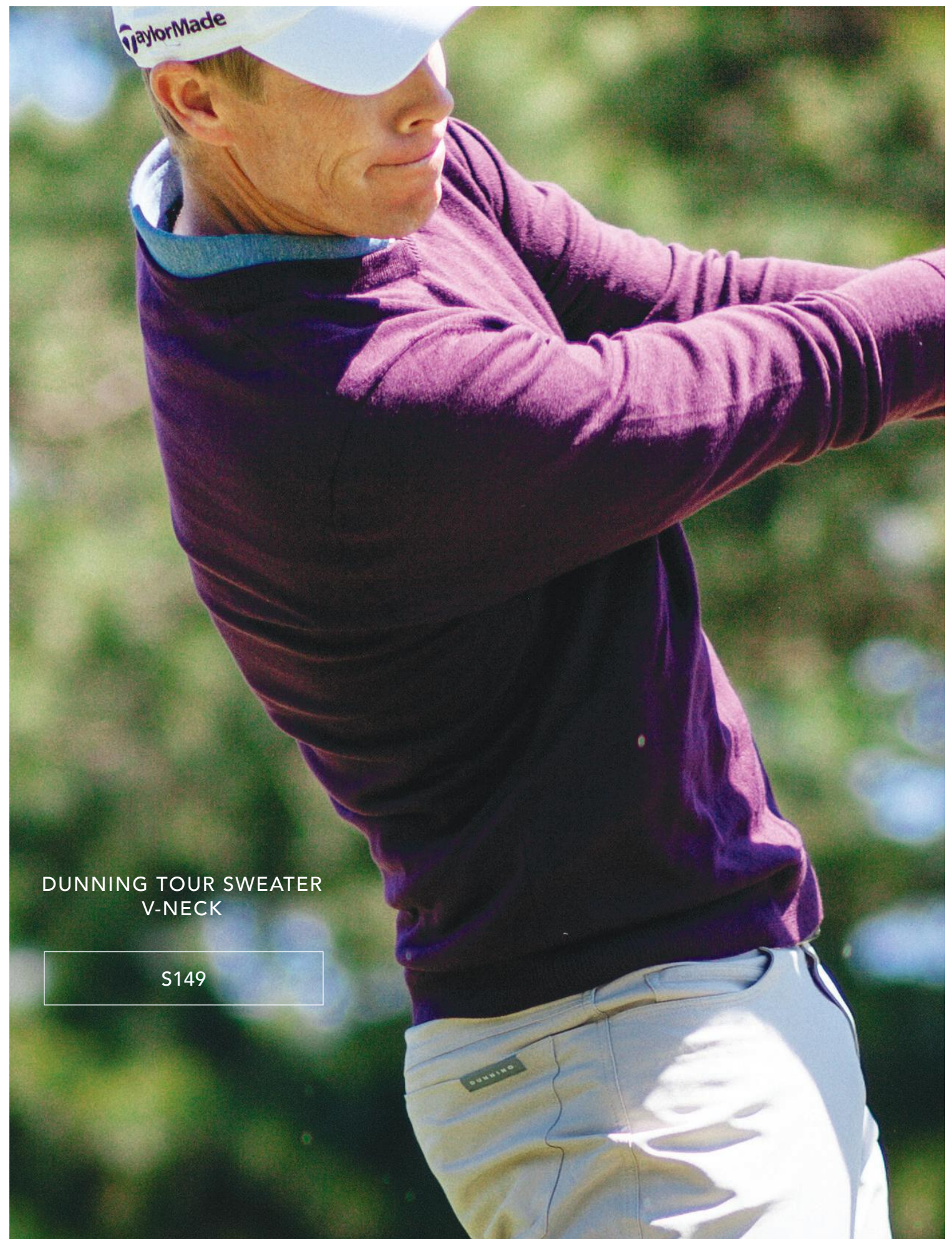
NATURAL HAND  
INSULATING  
PREMIUM PERFORMANCE  
CAMLOCK ZIPPER  
DRAWCORD WAIST





DUNNING TOUR SWEATER  
ZIP NECK

S189



DUNNING TOUR SWEATER  
V-NECK

S149



Shaw )

DUNNING

S965

FOUR WAY STRETCH  
INSULATING  
BREATHABLE  
PLAYER'S CUFF  
CAMLOCK ZIPPER  
DRAWCORD WAIST



DUNNING SPORTSWEAR  
DESIGNED FOR TRAINING, TRAVEL AND LEISURE

D7F16K333  
 STRIPED NATURAL HAND POLO  
 50% COTTON / 46% POLYESTER /  
 4% SPANDEX  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0544



SKY BLUE/WHITE  
 SKBW



BEACH GLASS/WHITE  
 BEGW



ROYAL BLUE/WHITE  
 RYBW



WHITE/HALO  
 WTHA



WHITE/MID DUSK  
 WHDK



MID DUSK/FRAGMENT  
 MDFT



LIGHT RED/FRAGMENT  
 LTRF



LIGHT YELLOW/DEW MIST  
 LYDM



LIGHT PINK/SKY BLUE  
 LPSB



SKY BLUE/FRAGMENT  
 SKBF

D7S15K313  
 STRIPE YD JERSEY POLO  
 93% POLYESTER / 7% SPANDEX  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0544



D7S17K338  
 STRIPE PIQUE POLO  
 100% TECHNICAL POLYESTER  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0544



D7S17K240  
 FINE STRIPED JERSEY POLO  
 88% POLYESTER / 12% SPANDEX  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0544



SLATE GREY/WHITE  
 SLGW

FRAGMENT/WHITE  
 FGWH

HALO/WHITE  
 HLWH

D7S17K237  
 TONAL JACQUARD POLO  
 100% POLYESTER  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0593



BLACK  
 BLK

SLATE GREY  
 SLGY

HALO  
 HALO

D7S17K239  
 TONAL STRIPED NATURAL HAND POLO  
 85% POLYESTER / 15% RAYON  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0544



BEACH GLASS  
 BEGL

DEW MIST  
 DWMT

LUNAR ECLIPSE  
 LUEC

HALO  
 HALO

CHARCOAL  
 CHRC

D7S17K241  
 TWO-TONE STRIPED NATURAL HAND POLO  
 88% POLYESTER / 12% SPANDEX  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0544



FRAGMENT  
 FRGT

HALO  
 HALO

DEW MIST  
 DWMT

BEACH GLASS  
 BEGL

D7S17K242  
 JACQUARD STRIPED POLO  
 100% POLYESTER  
 Dunning tab on right sleeve  
 S-XXL  
 DGW0544

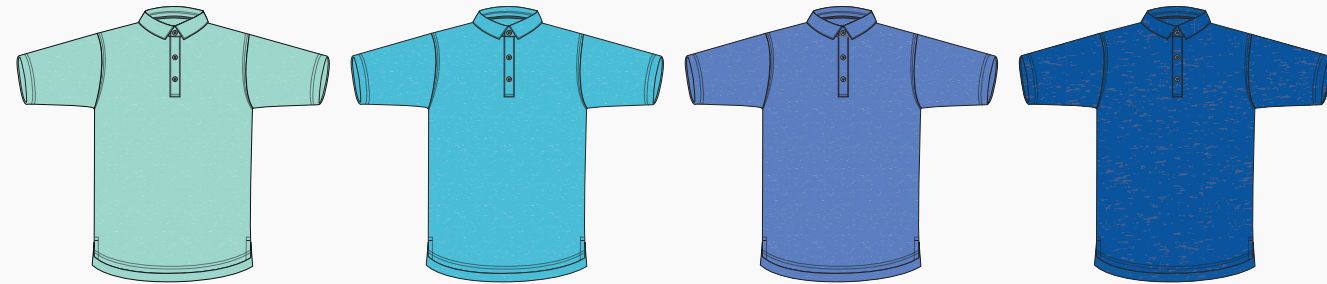


SLATE GREY  
 SLGY

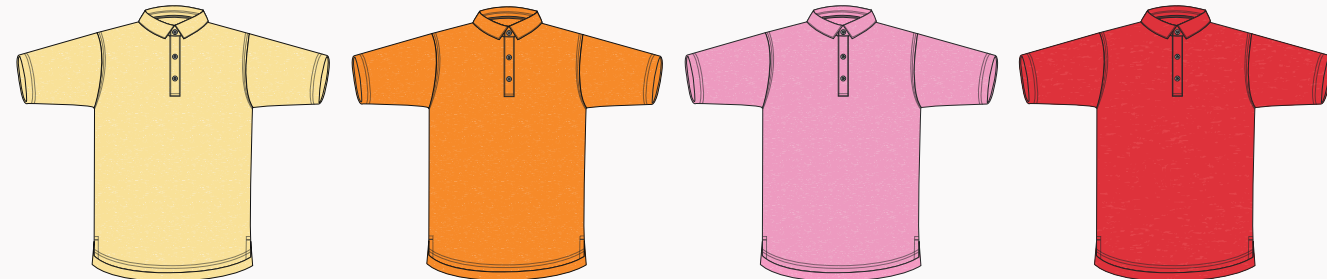
HALO  
 HALO

FRAGMENT  
 FRGT

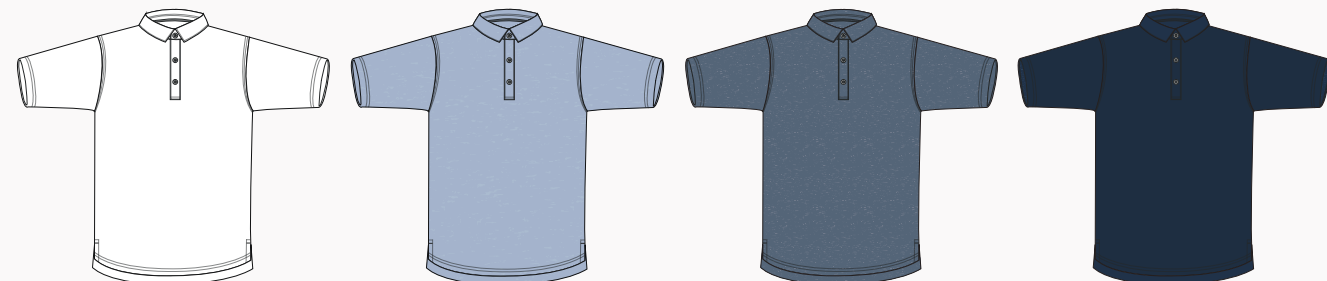
D7F16K332  
 NATURAL HAND POLO  
 40% TECHNICAL POLYESTER / 40% SPUN POLYESTER /  
 20% COTTON JERSEY  
 Dunning tonal logo on back neck  
 S-XXL  
 DGW0593



BEACH GLASS HEATHER BAGH  
 SKY BLUE HEATHER SKBH  
 SURF BLUE HEATHER SUBH  
 SINTRA HEATHER SNHT



LIGHT YELLOW HEATHER LTYH  
 MID ORANGE HEATHER MIOH  
 LIGHT PINK HEATHER LTPH  
 RED HEATHER REHT



WHITE WHT  
 MID DUSK HEATHER MDHT  
 FRAGMENT HEATHER FGHT  
 HALO HALO



GREY HEATHER GRHE  
 BLACK BLK  
 BURNT ORANGE HEATHER BONH  
 BURGUNDY BUGD

D7F15K131  
 SOLID PIQUE POLO  
 98% TECHNICAL POLYESTER / 2% LYCRA  
 Dunning tonal logo on back neck  
 Contrast back neck tape  
 S-XXL  
 DGW0593



MID DUSK MIDS  
 FRAGMENT FRGT  
 HALO HALO  
 WHITE WHT  
 CHARCOAL CHRC  
 BLACK BLK

D7S16K146  
 STRETCH JERSEY BUTTON DOWN POLO  
 88% POLYESTER / 12% SPANDEX  
 Dunning tonal logo on back neck  
 S-XXL  
 DGW0593



MID DUSK MIDS  
 HALO HALO  
 WHITE WHT  
 CHARCOAL CHRC  
 BLACK BLK

D7S13H055  
 PLAYER FIT WOVEN SHORT  
 4-WAY STRETCH  
 88% POLYESTER / 12% SPANDEX  
 Dunning label on back right pocket  
 30-42, 33, 35  
 DGW0593



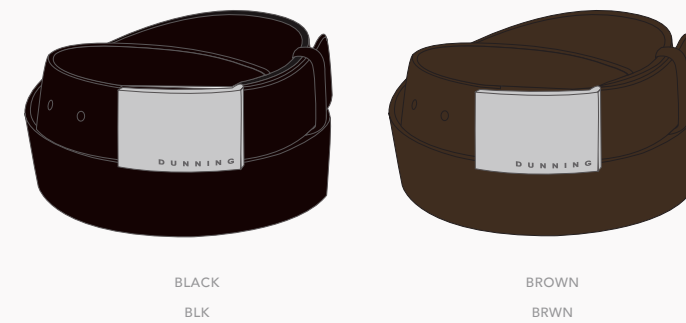
D7S17H601  
 HEATHERED GOLF SHORT  
 95% POLYESTER / 5% SPANDEX  
 Dunning logo on back right pocket  
 30-42, 33, 35  
 DGW0593



D7S13P067  
 PLAYER FIT WOVEN PANT  
 4-WAY STRETCH  
 88% POLYESTER / 12% SPANDEX  
 Dunning label on back right pocket  
 30-40, 30, 32" or unfinished hem  
 DGW0594



D7XBK691  
 BELT  
 100% Leather  
 32-42  
 DGW0544



D7F14H600  
 5-POCKET SHORT  
 4-WAY STRETCH  
 88% POLYESTER / 12% SPANDEX  
 Dunning label on back right pocket  
 30-42, 33, 35  
 DGW0593



BLACK  
BLK

CHARCOAL  
CHRC

HALO  
HALO

TAN  
TAN

D7F14P600  
 5-POCKET PANT  
 4-WAY STRETCH  
 88% POLYESTER / 12% SPANDEX  
 Dunning label on back right pocket  
 30-40, 30" 32" or unfinished hem  
 DGW0594



BLACK  
BLK

CHARCOAL  
CHRC

HALO  
HALO

TAN  
TAN



BLACK  
BLK

MID GREY HEATHER  
MDGH

HALO HEATHER  
HAHT

OATMEAL HEATHER  
OTHT

LIGHT BLUE HEATHER  
LTBH

MID BLUE HEATHER  
MDBH

BEACH GLASS HEATHER  
BAGH

D7F16K914  
 NATURAL HAND 1/4 ZIP  
 52% COTTON / 31% POLYESTER /  
 17% BAMBOO CHARCOAL  
 Dunning logo on back yoke  
 S-XXL  
 DGW0544

D7S17V913  
 NATURAL HAND VEST  
 52% COTTON / 31% POLYESTER /  
 17% BAMBOO CHARCOAL  
 Dunning logo on back yoke  
 S-XXL  
 DGW0593



HALO HEATHER  
HAHT

BLACK  
BLK

MID BLUE HEATHER  
MDBH

MID GREY HEATHER  
MDGH

D7S17K916  
 HEATHERED TOUR 1/4 ZIP  
 90% POLYESTER / 10% SPANDEX  
 Dunning logo on back yoke  
 S-XXL  
 DGW0594



MID GREY HEATHER  
 MDGH

BLACK HEATHER  
 BLHE

VAPOR BLUE HEATHER  
 VBHT

D7F16K891  
 NATURAL HAND BUTTON DOWN POLO  
 40% TECHNICAL POLYESTER /  
 40% SPUN POLYESTER / 20% COTTON JERSEY  
 Dunning tonal logo on back neck  
 S-XXL  
 DGW0544



HALO  
 HALO

WHITE  
 WHT

BLACK  
 BLK

GREY HEATHER  
 GRHE

D7S12S965  
 THERMAL 1/4 ZIP  
 94% POLYESTER / 6% SPANDEX  
 Dunning logo on left sleeve  
 S-XXL  
 DGW0544



WHITE  
 WHT

SKY BLUE  
 SKBL

RED  
 RED

BLACK  
 BLK

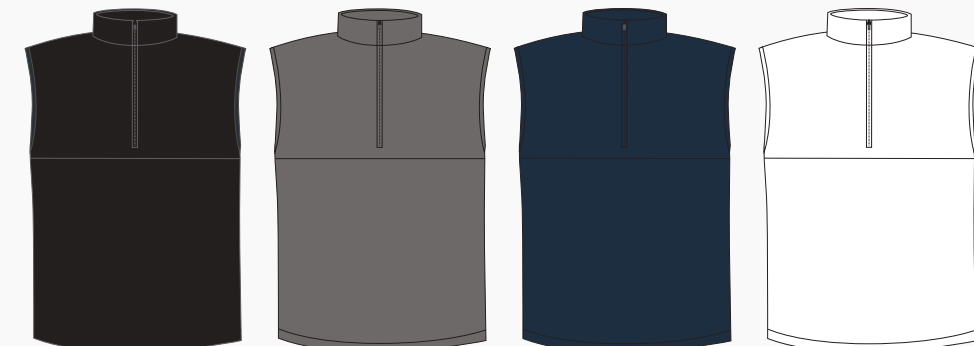
CHARCOAL  
 CHRC

HALO  
 HALO

FRAGMENT  
 FRGT

MID DUSK  
 MIDS

D7S13V647  
 THERMAL VEST  
 94% POLYESTER / 6% SPANDEX  
 Dunning logo on back neck  
 S-XXL  
 DGW0593



BLACK  
 BLK

CHARCOAL  
 CHRC

HALO  
 HALO

WHITE  
 WHT



D7F12S149  
PLAYER MERINO V-NECK  
100% MERINO WOOL  
Dunning tonal logo on left sleeve  
S-XXL  
DGW0526



D7F15S189  
PLAYER MERINO 1/4 ZIP  
100% MERINO WOOL  
Dunning tonal logo on left sleeve  
S-XXL  
DGW0576



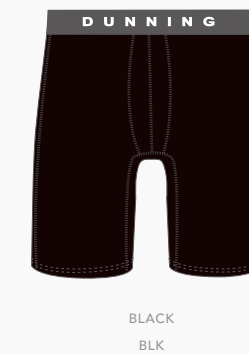
D7S13S277  
MERINO BASE LAYER  
100% MERINO WOOL  
Dunning label on front left hem  
S-XXL  
DGW0544



D7S13S288  
MERINO BASE LAYER  
100% MERINO WOOL  
Dunning label on front left hem  
S-XXL  
DGW0594



D7S13S239  
MERINO BASE LAYER  
100% MERINO WOOL  
Waistband Logo  
S-XXL  
DGW0543



D7F15K731  
 LIGHTWEIGHT PERFORMANCE HOODY  
 40% TECHNICAL POLYESTER /  
 40% SPUN POLYESTER /  
 20% COTTON JERSEY  
 Left tab logo  
 S-XXL  
 DGW0523



D7F15K709  
 SHORT SLEEVE PERFORMANCE CREW  
 40% TECHNICAL POLYESTER /  
 40% SPUN POLYESTER /  
 20% COTTON JERSEY  
 Left tab logo  
 S-XXL  
 DGW0002



D7F15K708  
 LONG SLEEVE PERFORMANCE CREW  
 40% TECHNICAL POLYESTER /  
 40% SPUN POLYESTER /  
 20% COTTON JERSEY  
 Left tab logo  
 S-XXL  
 DGW0522



D7F16K741  
 FULL ZIP HEATHERED HOODY  
 52% COTTON / 31% POLYESTER /  
 17% BAMBOO CHARCOAL  
 Left sleeve embroidery logo  
 S-XXL  
 DGW0526



D7F16K740  
 PULLOVER HEATHERED HOODY  
 52% COTTON / 31% POLYESTER /  
 17% BAMBOO CHARCOAL  
 Left sleeve embroidery logo  
 S-XXL  
 DGW0574



D7F16P735  
 SLIM FIT HEATHERED PANT  
 52% COTTON / 31% POLYESTER /  
 17% BAMBOO CHARCOAL  
 No logo  
 S-XL  
 DGW0524



GREY HEATHER  
 GRHE

CHARCOAL HEATHER  
 CHAH

D7F15H736  
 SLIM FIT HEATHERED SHORT  
 52% COTTON / 31% POLYESTER /  
 17% BAMBOO CHARCOAL  
 No logo  
 S-XL  
 DGW0523



GREY HEATHER  
 GRHE

CHARCOAL HEATHER  
 CHAH



BLACK  
 BLK



DARK BLUE  
 DABL

D7F15K703  
 SUEDED PULLOVER PERFORMANCE HOODY  
 90% SUPPLEX / 10% LYCRA  
 Left sleeve tonal logo  
 S-XXL  
 DGW0574



BLACK  
 BLK



DARK BLUE  
 DABL

D7F15K704  
 DUNNING PULLOVER PERFORMANCE HOODY  
 88% SUPPLEX / 12% SPANDEX  
 Dunning chest logo  
 S-XXL  
 DGW0574



BLACK  
 BLK



DARK BLUE  
 DABL

D7F15K701  
 FULL ZIP PERFORMANCE HOODY  
 88% SUPPLEX / 12% SPANDEX  
 Left tab logo  
 S-XXL  
 DGW0526

D7F15K705  
 FULL ZIP PERFORMANCE JACKET  
 88% SUPPLEX / 12% SPANDEX  
 Left tab logo  
 S-XXL  
 DGW0055



BLACK  
 BLK

DARK BLUE  
 DABL

D7F15K722  
 LAYERING PERFORMANCE 1/4 ZIP  
 93% POLYESTER / 7% SPANDEX  
 Left tab logo  
 S-XXL  
 DGW0573



BLACK  
 BLK

BURGUNDY  
 BUGD

DARK BLUE  
 DABL

D7F15K710  
 SHORT SLEEVE DUNNING PERFORMANCE CREW  
 40% TECHNICAL POLYESTER /  
 40% SPUN POLYESTER / 20% COTTON JERSEY  
 Dunning chest logo  
 S-XXL  
 DGW0002



BLACK  
 BLK

D7F15H714  
 PERFORMANCE BOXER BRIEF  
 87% POLYESTER / 13% SPANDEX  
 Waistband logo  
 S-XL  
 DGW0051



BLACK  
 BLK

DARK BLUE  
 DABL

D7F15P729  
 SLIM FIT PERFORMANCE PANT  
 90% SUPPLEX / 10% SPANDEX  
 Tab logo  
 S-XL  
 DGW0524



BLACK  
 BLK

DARK BLUE  
 DABL

D7F15H730  
 SLIM FIT PERFORMANCE SHORT  
 90% SUPPLEX / 10% SPANDEX  
 Tab logo  
 S-XL  
 DGW0523



BLACK  
 BLK

DARK BLUE  
 DABL



SALES

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