

D U N N I N G

FALL | 2017

WORKBOOK



The Dunning Mission Statement

To build the best player specific product while protecting our game,
our industry and the golf professional.



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.



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%





PERFORMANCE PLAYER SWEATER

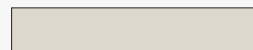
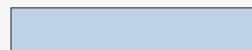
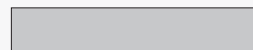
D7F17K917
 93% POLYESTER / 7% WOOL
 Dunning logo on back neck
 Players cuff
 S-XXL
 DGW0575

BLACK
BLK

GREY HEATHER
GRHE

LIGHT BLUE HEATHER
LTBH

OATMEAL HEATHER
OTHT



PERFORMANCE 1/4 ZIP SWEATER

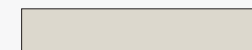
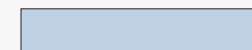
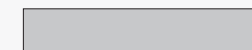
D7F17K918
 93% POLYESTER / 7% WOOL
 Dunning logo on back neck
 Players cuff and Cam lock zipper
 S-XXL
 DGW0526

BLACK
BLK

GREY HEATHER
GRHE

LIGHT BLUE HEATHER
LTBH

OATMEAL HEATHER
OTHT





NATURAL HAND 1/4 ZIP

D7F16K914

52% COTTON / 31% POLYESTER / 17% BAMBOO CHARCOAL

Dunning logo on back neck

Cam lock zipper and drawcord waist

S-XXL

DGW0544



NATURAL HAND VEST

D7S17V913

52% COTTON / 31% POLYESTER / 17% BAMBOO CHARCOAL

Dunning logo on back neck

Cam lock zipper and drawcord waist

S-XXL

DGW0593





THERMAL 1/4 ZIP

D7S12S965

94% POLYESTER / 6% SPANDEX

Dunning logo on left sleeve

Cam lock zipper and drawcord waist

S-XXL

DGW0544

BLACK
BLK



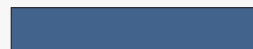
HALO
HALO



FRAGMENT
FRGT



BERMUDA
BRMD



BRICK
BRCK



THERMAL VEST

D7S13V647

94% POLYESTER / 6% SPANDEX

Dunning logo on back neck

S-XXL

DGW0593

BLACK
BLK



HALO
HALO





HEATHERED TOUR 1/4 ZIP

D7S17K916

90% POLYESTER / 10% SPANDEX

Dunning logo on back neck

Flat lock stitching construction

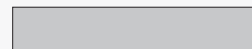
S-XXL

DGW0594

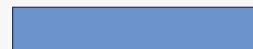
BLACK HEATHER
BLHE



MID GREY HEATHER
MDGH



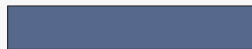
VAPOR BLUE HEATHER
VBHT



DEEP INDIGO HEATHER
DIHT



RHINESTONE HEATHER
RSHT



LONG SLEEVE NATURAL HAND BUTTON DOWN GOLF SHIRT

D7F16K891

40% TECHNICAL POLYESTER / 40% SPUN POLYESTER / 20% COTTON JERSEY

Dunning tonal logo on back neck

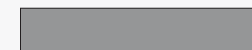
S-XXL

DGW0544

BLACK
BLK



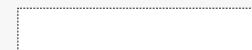
GREY HEATHER
GRHE



HALO
HALO



WHITE
WHT





NATURAL HAND GOLF SHIRT

D7F16K332

40% TECHNICAL POLYESTER / 40% SPUN POLYESTER / 20% COTTON JERSEY

Dunning tonal logo on back neck

S-XXL

DGW0593

BLACK BLK	GREY HEATHER GRHE	HALO HALO	FRAGMENT HEATHER FGHT	MID DUSK HEATHER MDHT
WHITE WHT	SURF BLUE HEATHER SUBH	SINTRA HEATHER SNHT	SKY BLUE HEATHER SKBH	BEACH GLASS HEATHER BAGH
LIGHT YELLOW HEATHER LTYH	MID ORANGE HEATHER MIOH	LIGHT PINK HEATHER LTPH	RED HEATHER REHT	
SAGE HEATHER SAHT	PEACOCK HEATHER PKHT	THUNDER HEATHER THHT	BRICK HEATHER BKHT	DARK CHARCOAL HEATHER DCHT



STRIPED NATURAL HAND GOLF SHIRT

D7F16K333

50% COTTON / 46% POLYESTER / 4% SPANDEX

Dunning tab on right sleeve

S-XXL

DGW0544

BEACH GLASS/ WHITE BEGW	WHITE/ HALO WTHA	WHITE/ MID DUSK WHDK	MID DUSK/ FRAGMENT MDFT	
PLUM/ BRICK PUBK	DEW MIST/ PEACOCK DWMP	DEEP INDIGO/ BERMUDA DIBD	LIGHT PINK/ SURF BLUE LTSB	SKY BLUE/ EMPIRE SKEM



CLASSIC STRIPE NATURAL HAND GOLF SHIRT

D7F17K341

50% COTTON / 46% POLYESTER / 4% SPANDEX

Dunning tab on right sleeve

S-XXL

DGW0544

HALO/ WHITE
HLWH



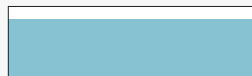
BERMUDA/ WHITE
BDWT



MID DUSK/ WHITE
MIDW



DEW MIST/ WHITE
DMWT



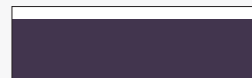
BEACH GLASS/ WHITE
BEGW



BAY BRIDGE/ WHITE
BYWT



PLUM/ WHITE
PMWT



LIGHT PINK/ WHITE
LPWH



BUTTON DOWN NATURAL HAND GOLF SHIRT

D7F17K153

50% COTTON / 46% POLYESTER / 4% SPANDEX

Dunning tab on right sleeve

S-XXL

DGW0544

THUNDER/ WHITE
THWT



GREYSTONE/ WHITE
GYWT



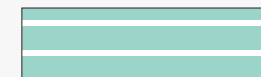
RHINESTONE/ WHITE
RNWT



SKY BLUE/ WHITE
SKBW



BEACH GLASS/ WHITE
BEGW





DOUBLE STRIPE NATURAL HAND GOLF SHIRT

D7F17K348

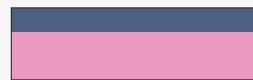
50% COTTON / 46% POLYESTER / 4% SPANDEX

Dunning tab on right sleeve

S-XXL

DGW0544

LIGHT PINK/ RHINESTONE
LPRT



WHITE/ DEEP INDIGO
WTDI



SKY BLUE/ BAY BRIDGE
SKBD



BERMUDA/ MID DUSK
BDMU



THUNDER/ LIGHT YELLOW
THLY



STRIPE YD JERSEY GOLF SHIRT

D7S15K313

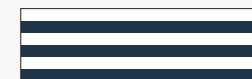
93% POLYESTER / 7% SPANDEX

Dunning tab on right sleeve

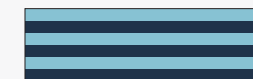
S-XXL

DGW0544

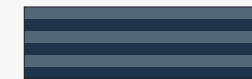
HALO/ WHITE
HLWH



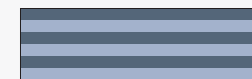
HALO/ DEW MIST
HADM



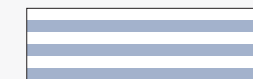
HALO/ FRAGMENT
HAFG



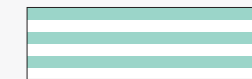
MID DUSK/ FRAGMENT
MDFT



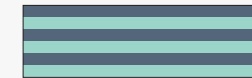
MID DUSK/ WHITE
MIDW



BEACH GLASS/ WHITE
BEGW



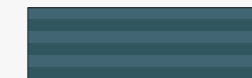
BEACH GLASS/ FRAGMENT
BGFT



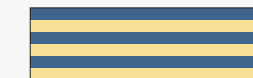
BRICK/ PEACOCK
BKPK



SAGE/ BAY BRIDGE
SGBD



LIGHT YELLOW/ BERMUDA
LYBD



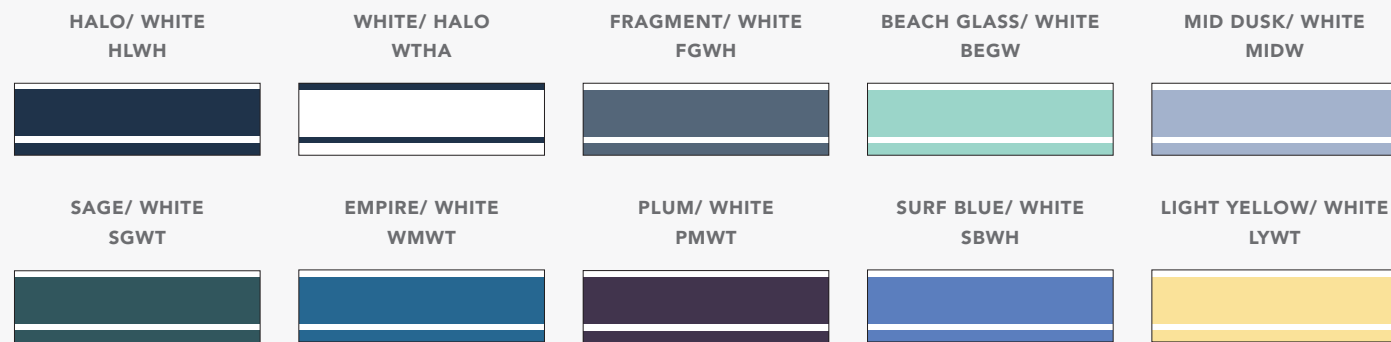
BERMUDA/ DEEP INDIGO
BMDG





CLASSIC STRIPE JERSEY GOLF SHIRT

D7F17K342
 90% POLYESTER / 10% SPANDEX
 Dunning tab on right sleeve
 S-XXL
 DGW0544



CLASSIC FINE STRIPE GOLF SHIRT

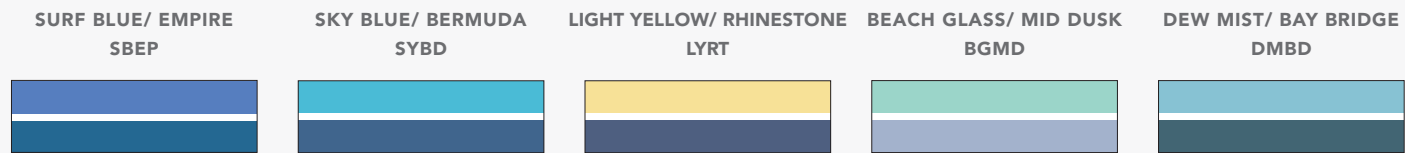
D7F17K345
 90% POLYESTER / 10% SPANDEX
 Dunning tab on right sleeve
 S-XXL
 DGW0544





CLASSIC TRI-COLOR STRIPE JERSEY GOLF SHIRT

D7F17K346
 90% POLYESTER / 10% SPANDEX
 Dunning tab on right sleeve
 S-XXL
 DGW0544



SOLID PIQUE GOLF SHIRT

D7F15K131
 98% TECHNICAL POLYESTER / 2% LYCRA
 Dunning tonal logo on back neck
 S-XXL
 DGW0593





WEAVE JACQUARD GOLF SHIRT

D7F17K246

100% POLYESTER

Dunning tab on right sleeve

S-XX

DGW0593

BLACK/ CHARCOAL
BLCH



PEACOCK/ BAY BRIDGE
PKBD



THUNDER/ RHINESTONE
THRT



WINCHESTER/ GREYSTONE
WTGY



WINDOW PANE JACQUARD GOLF SHIRT

D7F17K243

100% POLYESTER

Dunning tab on right sleeve

S-XX

DGW0593

SAGE/ WHITE
SGWT



RHINESTONE/ WHITE
RNWT



PLUM/ WHITE
PMWT

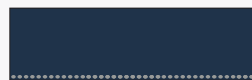




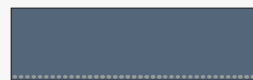
HEATHERED JACQUARD GOLF SHIRT

D7F17K250
 100% POLYESTER
 Dunning tab on right sleeve
 S-XXL
 DGW0544

HALO/ GREYSTONE
 HAGY



FRAGMENT/ GREYSTONE
 FTGY



GREYSTONE/ OFF WHITE
 GYOW



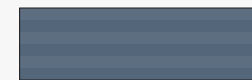
EMPIRE/ OFF WHITE
 EPOW



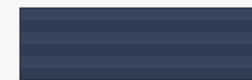
STRIPE JERSEY GOLF SHIRT

D7F17K251
 84% POLYESTER / 16% RAYON
 Dunning tab on right sleeve
 S-XXL
 DGW0544

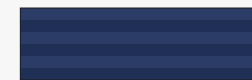
FRAGMENT
 FRGT



THUNDER
 THDR



DEEP INDIGO
 DFIG



OFF WHITE
 OFWH





HEATHERED STRIPE GOLF SHIRT

D7F17K248

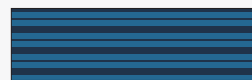
69% POLYESTER / 27% COTTON / 4% SPANDEX

Dunning tab on right sleeve

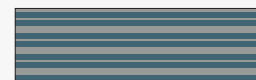
S-XXL

DGW0593

HALO/ EMPIRE
HOEM



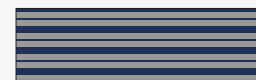
GREYSTONE/ BAY BRIDGE
GYBD



WINCHESTER/ OFF WHITE
WIOW



DEEP INDIGO/ GREYSTONE
DPGY



TRI-COLOR STRIPE GOLF SHIRT

D7F17K247

94% POLYESTER / 6% SPANDEX

Dunning tab on right sleeve

S-XXL

DGW0544

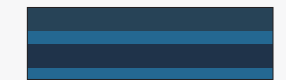
BERMUDA/ THUNDER/ CHESTNUT
BDTC



FRAGMENT/ THUNDER/ RHINESTONE
FTRH



PEACOCK/ HALO/ EMPIRE
PKHE

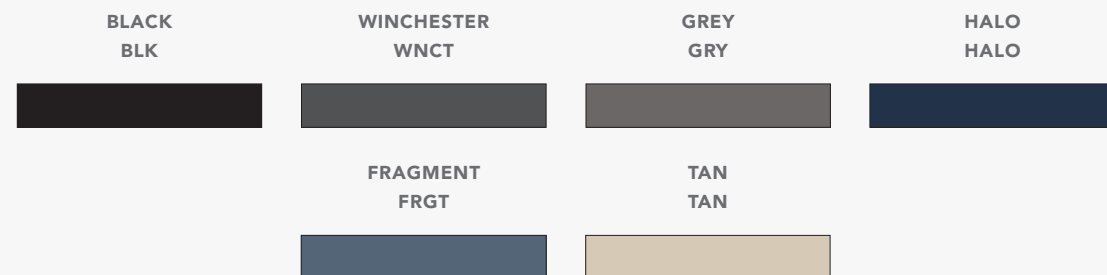




HEATHERED 5-POCKET GOLF PANT

D7F17P604

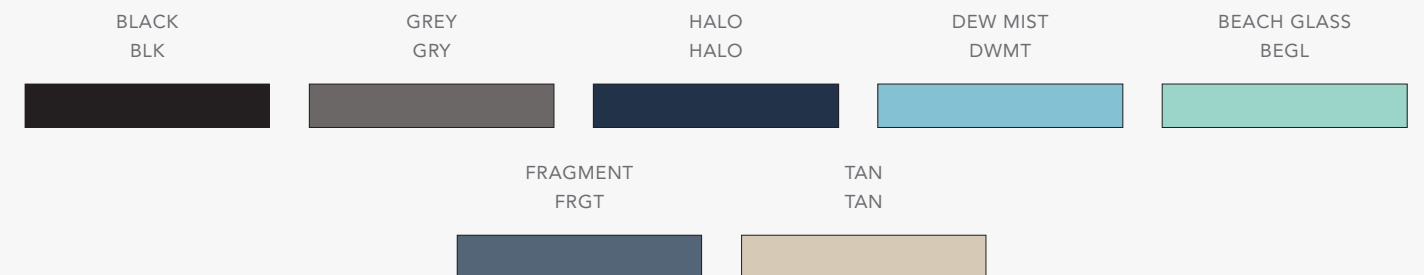
95% POLYESTER / 5% SPANDEX
 Dunning label on back right pocket
 30–40, 30", 32" or unfinished hem
 DGW0594



HEATHERED GOLF SHORT

D7S17H601

95% POLYESTER / 5% SPANDEX
 Dunning logo on back right pocket
 10" inseam
 30–42, 33, 35
 DGW0593

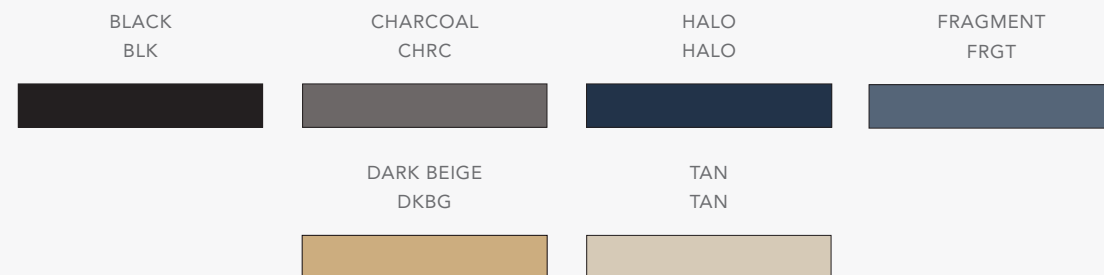




PLAYER FIT WOVEN PANT
4-WAY STRETCH

D7S13P067

88% POLYESTER / 12% SPANDEX
Dunning label on back right pocket
30-40, 30", 32" or unfinished hem
DGW0594



PLAYER FIT WOVEN SHORT
4-WAY STRETCH

D7S13H055

88% POLYESTER / 12% SPANDEX
Dunning label on back right pocket
10" inseam
30-42, 33, 35
DGW0593





5-POCKET PANT
4-WAY STRETCH

D7F14P600

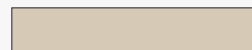
88% POLYESTER / 12% SPANDEX
Dunning label on back right pocket
30-40, 30", 32", or unfinished hem
DGW0594

BLACK
BLK

CHARCOAL
CHRC

HALO
HALO

TAN
TAN



5-POCKET SHORT
4-WAY STRETCH

D7F14H600

88% POLYESTER / 12% SPANDEX
Dunning label on back right pocket
11" inseam
30-42, 33, 35
DGW0593

BLACK
BLK

CHARCOAL
CHRC

HALO
HALO

TAN
TAN

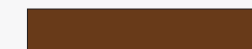


BELT

D7XBK691
100% LEATHER
32-42
DGW0544

BLACK
BLK

BROWN
BRWN





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