



GREGNORMAN™

GREG NORMAN COLLECTION

Built upon a unique combination of performance, luxury and style, Greg Norman Collection is a leading worldwide marketer of golf-inspired apparel for men and women. Established in 1992, Greg Norman Collection is inspired by one of golf's legends, the man they call "The Shark." Reflecting his adventurous spirit and confident, independent style, the Collection captures Greg Norman's powerful elegance, enthusiasm and passion for design. Headquartered in New York City, Greg Norman Collection is a vertically integrated, freestanding division of Tharanco Lifestyles LLC, an apparel-centric company specializing in the global distribution of branded and private label collections. Greg Norman Collection's product offering encompasses state-of-the-art fabric innovations as well as an extensive fashion range including tops, bottoms, outerwear and accessories.





POWER OF THE BRAND

AUTHENTIC GOLF BRAND WITH A POWERFUL ICONIC LOGO

GLOBALLY DISTRIBUTED BRAND IN MORE THAN 50 COUNTRIES

PROFIT STRATEGIES DESIGNED TO CREATE THE HIGHEST INDUSTRY MARGINS

DIVERSE RESOURCE OFFERING OF MEN'S, WOMEN'S, BASICS, FASHION, AND SPORTSWEAR

QUALITY AND VALUE SECOND TO NONE

PERFORMANCE BY DESIGN - PEOPLE, PRODUCT, PROFIT

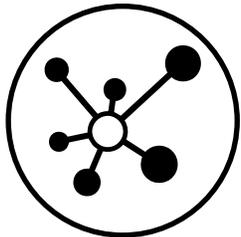
BUSINESS STRENGTHS



A golf-inspired lifestyle offering encompassing over 15 product categories.



A global business penetrating more than 50 countries.



A broad distribution network encompassing more than 8,500 doors.



TECHNICAL
PERFORMANCE



COMPETITIVE
DIFFERENTIATION

GREG NORMAN MEN'S

Greg Norman Collection is a full offering of men's performance and golf-inspired apparel. Drawing inspiration from the brand's signature tagline, "Performance by Design," the Men's Collection combines the latest in fabric technology with clean, classic style.





GREG NORMAN WOMEN'S

The Greg Norman Women's Collection is a casual collection designed and styled to seamlessly go from the golf course to casual social settings. The Collection offers a traditional point of view, while blending modern features such as on-trend fabrics and trim, a player-friendly fit, and styling that is current without being contrived. Most importantly, the GN Women's Collection is about versatile, tasteful and understandable fashion.

A GUIDE TO OUR TECHNOLOGIES



PlayDry is a leading moisture management system that wicks perspiration away from the skin and transports it to the garment's outer layer so it can evaporate into the air. You stay cool, dry and comfortable.



The most comfortable technical fabric in golf. Industry-leading ML75 offers advanced moisture wicking performance with a luxury look and hand feel.



New for 2019. The same great ML75 performance with added Solar XP extreme sun protection and an advanced cooling technology.



Feel the future. X-Lite 50 is a featherlight woven extreme performance fabric with four-way stretch and crisp clean hand feel.



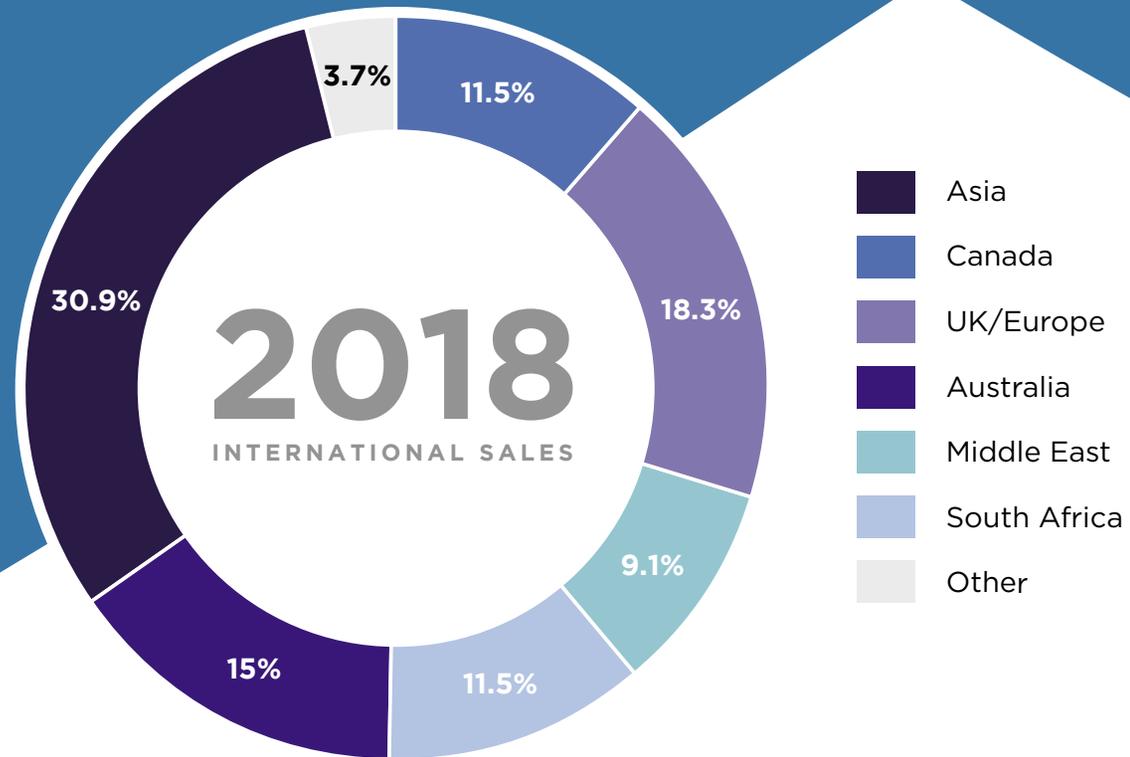
Solar XP offers chemical-free extreme sun protection with PlayDry technology for a fantastic lightweight hand feel and high performance.



Weather knit is a diverse collection of the latest Sun Protection, Heat Protection, Rain Protection and Heat Retention technologies.

INTERNATIONAL DISTRIBUTION

A growing portion of Greg Norman Collection's Business is derived from its international distributors and licensees. The company currently has 10 partners in 50 countries.



OUR GLOBAL OUTREACH

Distributed in more than 50 countries.



LICENSING AND ADDITIONAL CATEGORIES



Greg Norman Collection is strategically extending the brand worldwide. A group of domestic licensees work in tandem with our design team to create a cohesive brand presentation. Our current licensing group includes belts, headwear, tailored clothing, hosiery, performance underwear and small leather goods. Our partner, Vantage Apparel, broadens the brand's reach in the corporate gifting and promotional goods marketplace.

RETAIL OUTLET STORES

PALM BEACH

1781 Palm Beach Lakes Blvd., Ste. W245
West Palm Beach, FL 33401
561-697-3739
Store Hours: Monday to Saturday 10-9
Sunday 11-7

TAMPA

2312 Grand Cypress Drive, Ste 855
Lutz, FL 33559
813-909-4500
Store Hours: Monday to Saturday 10-9
Sunday 10-7

ST. AUGUSTINE

2700 State Road 16, Ste 907
St Augustine, FL 32092
904-615-1434
Store Hours: Monday to Saturday 10-9
Sunday 10-6

MIROMAR

10801 Corkscrew Road, Ste. 160
Estero, FL, 33928
239-949-4653
Store Hours: Monday to Saturday 10-9
Sunday 11-6

ELLENTON

5331 Factory Shops Blvd., Ste 535
Ellenton, FL 34222
941-721-0011
Store Hours: Monday to Saturday 10-9
Sunday 10-7

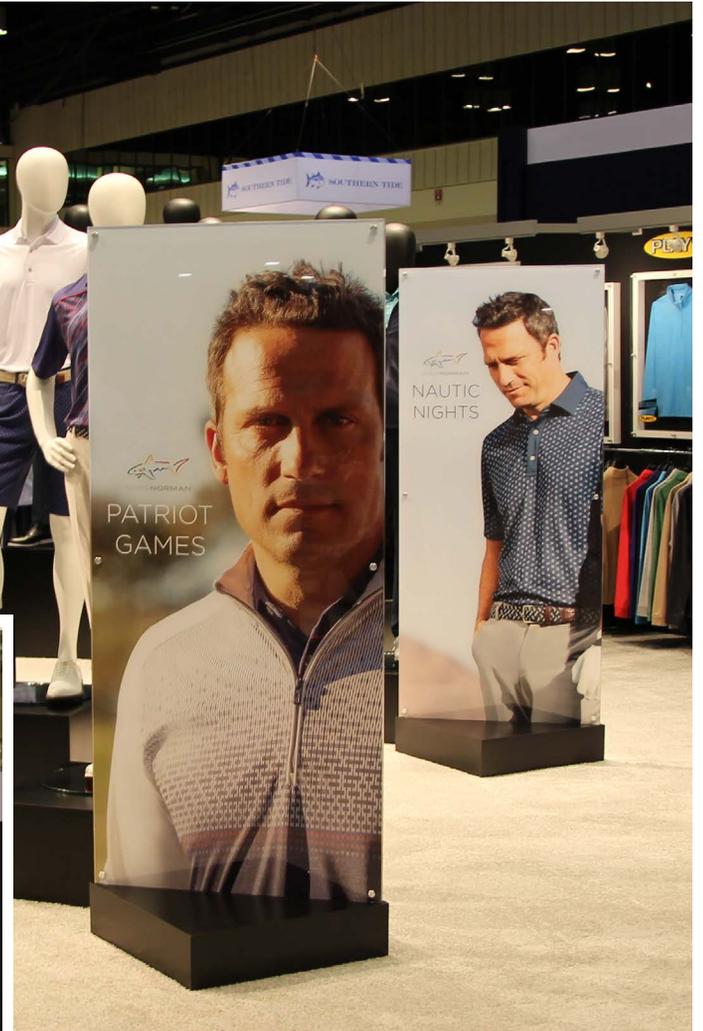
SILVER SANDS

10746 Emerald Coast Pkwy. W., Ste 163
Miramar Beach, FL 32550
850-837-1254
Store Hours: Monday to Saturday 10-9
Sunday 10-6

SAWGRASS MILLS

2612 Sawgrass Mills Circle, Ste. 1517B
Sunrise, FL 33323
954-846-7879
Store Hours: Monday to Saturday 10-9:30
Sunday 11-8

2019 PGA
MERCHANDISE
SHOW



2019 PGA
MERCHANDISE
SHOW



ONLINE
PRESENCE

Free shipping on orders over \$100

 **MEN** **WOMEN** **SHARK SHOP** **BLOG**  Your Cart \$0.00  SEARCH

NEW SPRING ARRIVAL
THE STREAM POLO
SHOP NOW →

LIVE CHAT

NEW ARRIVALS
SHOP MEN'S

Elegant looks
SHOP WOMEN'S

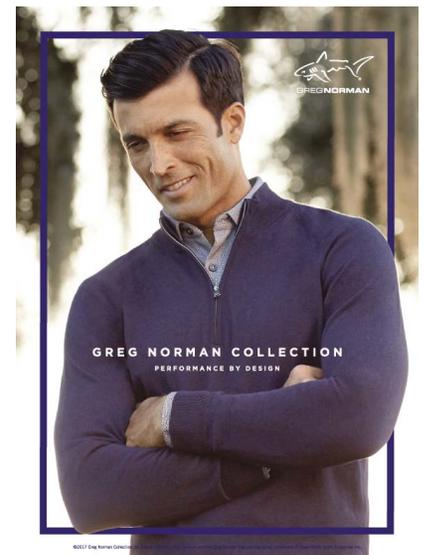
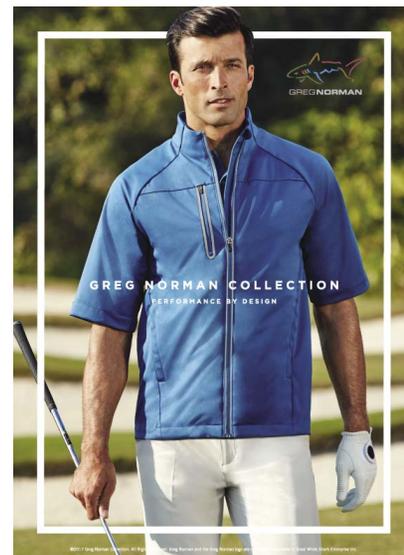
Visit the Shark Shop
SHOP NOW

www.gregnormancollection.com

CORPORATE
PARTNERS



ADVERTISING



PLAYERS



JOHN SENDEN



ANIRBAN LAHIRI



CHARLEY HOFFMAN

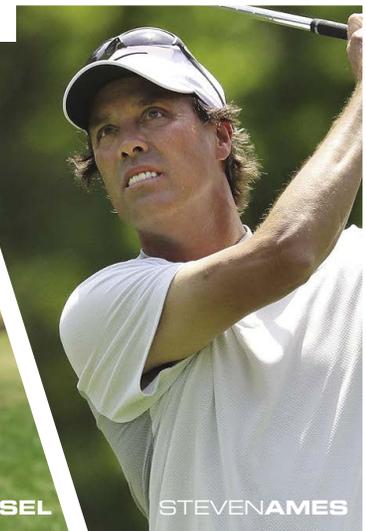
TEAM SHARK



SCOTT MCCARRON



MORGAN PRESSEL



STEVEN AMES



CHAMPIONS