

New Golf Apparel Brand “Layers” Invites Golfers to Shape the Future of Golf Fashion

LAYERS

GOLF FUNDAMENTALS

London, United Kingdom Aug 5, 2023 ([IssueWire.com](https://www.issuewire.com)) - Exciting new golf apparel brand Layers is putting product design directly into the hands of golfers through an innovative online community.

Layers is the first apparel brand to involve everyday golfers in key decisions about new product development - from materials and color palettes to style preferences and functional design elements.

Launching today, the Layers Community invites golfers to share their perspective through quick polls and discussion forums that will directly inform the creation of Layers' debut collection.

"For too long, golfers have had to settle for apparel that doesn't meet their needs on and off the course," said Tom Dixon, founder of Layers. "We're flipping the script by enabling the golf community to shape the future of golf fashion."

As community member, golfers will get exclusive updates on product prototypes, provide feedback on designs in progress, and have access to special offers and early access to completed products.

"Layers puts product design decisions directly into the hands of real golfers. Together, we'll develop versatile, stylish pieces that perform how golfers want them to," Tom said. "This is an opportunity for golfers to create apparel that's tailored to their games, their lifestyles and how they want to look."

Golfers can join the Layers Community today at <https://layers-shop.com/>. Simply enter your email and you'll soon receive our initial set of polls to shape the future of golf apparel.

About Layers Layers is an innovative golf apparel brand launched in 2023 that invites golfers to provide direct input on product designs through an online community. Learn more at <https://layers-shop.com/>.

For more information or to schedule an interview, please contact Tom Dixon on info@layers-shop.com

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