

Today's Highlights

- [New CBUK Line About Attitude](#)
- [All Tied Up And No Where to Go](#)
- [Giving Thanks](#)

Thursday, November 30,
2006

[Subscription](#) | [Advertise](#) | [Publish](#) | [Archives](#) | [Search](#) | [Contact](#)

FASHION

New CBUK Line About Attitude

By Lea Hart

GPA Fashion Correspondent

In the words of Brian Thompson, vice president at Cutter & Buck, the company's new CBUK line is not as much about age as it is about attitude.

"It's designed for a guy that's focused on fashion in all that he does," Thompson said.

CBUK (pronounced "see buck") is modeled off the latest in "street wear" trends. This new line in men's golf apparel is characterized by urban styling, a slimmer fit and novelty details, such as off-center logo placement and contrast double-stitching. Buyers can expect, though, the same quality and price range they would for traditional Cutter & Buck attire, Thompson said.



The CBUK line will hit stores in the coming months. And it represents a new, and what Thompson expects to be growing, trend in golf apparel in the U.S.

"This is relatively uncharted territory," he said. "It's definitely an edgy place in the market."

Cutter & Buck made the decision to launch into this market with the belief that today's fashionable golfer was buying trendy clothes in a retail store to wear on the golf course and bypassing the more traditional men's golf clothing sold in pro shops.

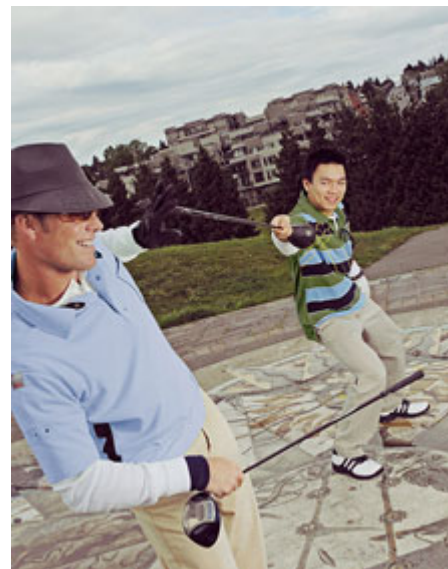


"We knew this guy didn't want your basic golf shirt," Thompson said.

According to Cutter & Buck, the initial CBUK offering will include two collections, Driver and Hudson, which share common elements including innovative performance fabrics, clean silhouettes and layering versatility.

Each collection features basic layering pieces such as long-sleeve t-shirts and jerseys in a variety of colors. Driver features high-tech influences with bright pops of color, such as red and yellow, intermixed with the foundation colors of black and spur (a brown-influenced gray). Meanwhile, Hudson is a more vintage-inspired collection that mixes color, varying fabric textures and unique design details. Colors range from an olive-toned green to khaki to light blue, with orange used as an accent color. Items in the two collections include polos, vests, jackets and pants.

Thompson said the CBUK line is as practical as it is fashionable. The clothing features high quality fabrics designed for durability and comfort. Cocona Natural Technology provides for ultra fast drying and cool comfort, UV protection equivalent to 50-plus SPF, advanced odor control and a high level of comfort. Additionally, NanoTex Coolest Comfort delivers advanced moisture wicking.



Cutter & Buck already offers a line in Europe that parallels the CBUK line, and that line has had success overseas. Feedback from shop owners in Europe also indicated that American tourists were buying the line -- making the leap to the U.S. market a natural progression.

Next up will be to see if the new CBUK line does indeed make that male golfer stop shopping at a retail store and start buying again in the pro shop, Thompson said.

"The initial reaction from our (shop owners) has been really positive," he said. "They see this as new business for their shop."