

LIBERTY CORNER, N.J., and RALEIGH, N.C. (Sept. 15, 2022) – Coming together to serve United States Golf Association fans, officials, players, staff members and volunteers, the USGA and Peter Millar have teamed up to make Peter Millar the Official Outfitter of the USGA and supporting partner of the U.S. Open Championship.

An industry leader in luxury apparel known for its superior craftsmanship and commitment to golf, Peter Millar will collaborate with the USGA on its suite of retail and merchandise offerings. This includes outfitting the USA teams for the Walker Cup and Curtis Cup Matches and the World Amateur Team Championships, as well as providing uniforms for USGA Executive Committee, staff, committee members and U.S. Open volunteers.

New USGA and U.S. Open product offerings will debut as a result of the partnership, along with select styles from California-based G/Fore, which Peter Millar acquired in 2018. The on-site fan merchandise launch will take place at the 123rd U.S. Open Championship at The Los Angeles Country Club, making the brand the championship's largest supplier of apparel and other merchandise. It will also be available on [USGAshop.com](https://USGAshop.com), [PeterMillar.com](https://PeterMillar.com), and select e-commerce sites and specialty boutiques.

"We're energized by this partnership and excited to take this step forward," said USGA CEO Mike Whan. "Peter Millar was our first choice – not only because their apparel is already popular among our employees and our fans, but also because they feature the service and innovative designs that make this collaboration a win for all of us."

The Peter Millar Collection for the USGA for men and women will feature polos, outerwear, sweaters, shoes and accessories, all featuring the brand's signature designs and luxury fabrics.

"Peter Millar has been a proud long-standing collaborator with the USGA," said Scott Mahoney, Peter Millar chairman and CEO. "As one of the custodians of the game, the USGA has always occupied a very special place in the landscape of golf. All of us at Peter Millar are thrilled to expand our relationship with the USGA and deliver innovative new products that continue to help the USGA move the game forward and welcome new participants."

Peter Millar has hired industry veteran Patrick Kiely as vice president, Strategic Partnerships & Corporate Sales to support this partnership and oversee the day-to-day operations with the USGA team.

Founded in 2001, Peter Millar maintains its design studios and headquarters in Raleigh, N.C., approximately 70 miles from the USGA's newest campus in Pinehurst, N.C., which is scheduled to open in late 2023. The USGA will celebrate its shared values and connections, including a commitment to sustainability, with the North Carolina-based brand through a multitude of point-of-purchase opportunities, including Peter Millar retail offerings at Golf House Pinehurst beginning in 2024.

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