

Meijer Softlines Team Designs Falls Creek Polo Shirts for 10th Meijer LPGA Classic

The Meijer LPGA Classic for *Simply Give* provides us an opportunity to engage the community in support of local food pantries, all while enjoying a weekend filled with events, food, golf and of course, golf fashion.

As a sport that doesn't require matching team uniforms, golf fans often follow their favorite players' fashion choices along with their success on the course. During the Meijer LPGA Classic, our Meijer team members dress in golf attire as well, with everyone from leadership and tournament staff to volunteers coordinating in Meijer-branded polos, some of which are designed by our team.

In celebration of the tournament's 10th anniversary, we recognize our Softlines team for designing and developing the Falls Creek polo shirts worn by tournament staff and volunteers during the last seven tournaments.


The development of the tournament polos requires a full team effort. Global Sourcing Partner Wahid Aslam, Product Development and Designers Lauren Conover and Farb Mashouri, CAD Designer Liane Gustafson, Merchant Alexis Von Berg and the Apparel Product Development team work closely with Meijer LPGA Classic Executive Director Cathy Cooper and her team through the design and approval process.

"We are constantly shopping the market to see what trends and colors are out there in the golf apparel space," said Shawn Colley, Divisional Merchandise Manager. "This season small, fun icons that create a 'pattern' are the trend we chose, and then we had some fun with it to make it fit the tournament vibe."

Year round, the teams work to develop fabrics and styles, develop prototypes of the shirts and execute the approval process for fit, color fabric and trim. For this year's tournament gear, the Softlines team created three colorful patterns made of golf carts, pineapples and golf equipment (i.e., golf balls, clubs, flagsticks), with the Meijer LPGA Classic for *Simply Give* logo embroidered on the sleeve of each polo.

"In celebration of the 10th anniversary year, the team wanted to capture the joyful spirit of the sport combined with our legacy of community support," Janet Baluyot-Wilson, Director of Softlines, Home Product Development and Design, said.

While the Falls Creek polo shirts are limited to tournament staff and volunteers, five local Meijer stores also offered a collection of Falls Creek golf performance apparel branded with the Meijer LPGA Classic logo to ensure fans can enjoy the tournament in style, too.

Additional assets available online:  [Photos](#) (1)

<https://stage.mediaroom.com/meijersocial/Meijer-Softlines-Team-Designs-Falls-Creek-Polo-Shirts-for-10th-Meijer-LPGA-Classic>