

APPAREL AND ACCESSORIES

Tumi scores multiyear partnership with PGA Tour, LPGA

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A new collection from the brand features durable, high-performance goods, including golf bags with built-in USB-C charging ports and cooler pockets. Image credit: Tumi

By LUXURY DAILY NEWS SERVICE

U.S.-based lifestyle brand Tumi is bringing its product range to the big leagues.

The manufacturer has snagged a multiyear partnership with the PGA Tour, additionally announcing its sponsorship of the Ladies Professional Golf Association (LPGA). Acting as the official luggage provider for both organizations, Tumi's participation coincides with the release of its first full-range collection for the sport.

"We are honored to begin these partnerships with the PGA TOUR and LPGA and to celebrate the achievements of these globally esteemed athletes," said Andrew Dawson, president of Tumi, in a statement.

"At Tumi, we are always evolving to meet the needs and interests of our consumers and like-minded audiences," Mr. Dawson said. "Serving our community of both competitive and leisure athletes was a deliberate yet authentic next step for our brand."

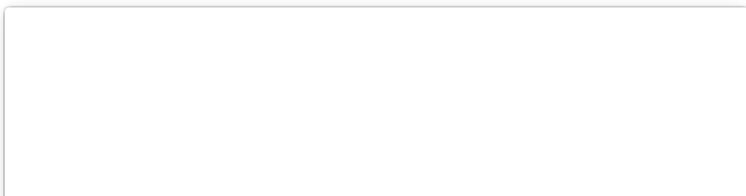
Green on golf

Tumi's new collection features durable, high-performance goods, including golf bags with built-in USB-C charging ports, cooler pockets and personalizable patches.

Lifestyle totes and other accessories such as duffels, divot tools, ball and tee pouches and club covers are also a part of the lineup. Prices start at \$125 for smaller accessories, with the most expensive carrier costing \$1,595.

For now, consumers can browse the collection exclusively at <https://www.tumi.com/c/golf/>, which by spring 2024 will be available at select Tumi stores, department stores and golf clubs.

"The PGA Tour is excited to welcome Tumi into our family as we introduce this iconic lifestyle brand to our athletes and fans worldwide," said Brian Oliver, executive vice president of corporate partnerships at PGA Tour, in a statement.



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"All golfers, whether casual or professional, will benefit from having access to Tumi's unique products and style as it officially enters the golf space."

Throughout the year, designs will be showcased during PGA Tour and LPGA tournaments, taking place worldwide. This week in Orlando, Tumi is hosting an interactive booth at the PGA Show programming includes product reviews, influencer appearances and more.

"We are thrilled to welcome this exciting partnership with TUMI as the Official Luggage of the LPGA and the PGA Tour," said Mollie Marcoux Samaan, commissioner at LPGA, in a statement.

"This partnership not only signifies our shared commitment to excellence but also underscores our collective dedication to empowering women in sports around the world," Ms. Samaan said. "As a global tour with stops in 10 countries worldwide, Tumi's innovative golf collection is a perfect match for the LPGA, and our partnership will reflect the spirit of determination, quality and style that defines both the LPGA and Tumi.

"We look forward to a strong collaboration between the LPGA, PGA Tour, and Tumi, celebrating the journeys and triumphs of our athletes both on and off the course."

Just a few months ago, Tumi upheld its track record of supporting women's sports, providing bags for a well-known soccer team ([see story](#)).