

ADVERTISING

Ferrari incorporates brand qualities of innovation, performance in golf collection

June 1, 2012



By TRICIA CARR

Italian automaker Ferrari created a collection of premium golf equipment, footwear, apparel and accessories in collaboration with Cobra Puma Golf that it is pushing via a dedicated microsite.

[Sign up now](#)

[Luxury Daily](#)

The Ferrari Golf Collection is based on the luxury automaker's philosophies such as innovation, performance and design as well as the golfer lifestyle. The line will be available in July at select Ferrari locations and United States-based golf retailers as well as ecommerce site Trendy Golf.

"We saw an opportunity in the golf market to bring a premium, luxury line to life," said Bob Phillion, president of [Cobra Puma Golf](#), Boston. "Once we started working with Ferrari, it was clear we had something special.

"Ferrari's aerodynamic experts and attention to design and detail was important," he said. "With its design team and aerodynamic experts, we created one-of-a-kind pieces that truly perform.

"The Ferrari Golf Collection is targeted at consumers that are looking for high end,

performance-driven products that deliver improvements to their game and add a level of luxury to their lifestyle.”

Cobra Puma Golf is a corporate division of [Puma North America](#).

[Ferrari](#) did not respond before press deadline.

Hole in one

Products offered in the Ferrari Golf Collection include high-end clubs and apparel that feature the Ferrari brand logo or its horse insignia. All products are engineered by Cobra Puma Golf.

The Cobra Ferrari Driver is the lead item in the new collection that was developed by Cobra Puma Golf equipment engineers and aerodynamics engineers. It retails for \$2,000.



Cobra Ferrari Driver

The club was adapted from the Cobra ZL Encore Driver. Ferrari engineers changed its shape to reduce drag, which results in faster head speed.

Ferrari made other changes to the original Cobra ZL Encore such as new radii along the face perimeter, smoothing of the bottom sole surfaces and raising the trailing edge of the driver.

The brands also collaborated to design apparel, footwear and golfing accessories.

For its inaugural season, the apparel collection will consist of polo shirts, knits, jackets and pants.

The Ferrari Golf Tech Polo is made from CoolMax All Season fabric and features an Ultraviolet Protection Factor of 50+ and moisture wicking. It retails for \$120.



Ferrari Golf Tech Polo

The design of the Ferrari On Course Jacket was based on the interior of one of the automaker's vehicles. The garment features red stitching on black fabric, is wind-and-water-resistant and retails for \$250.



Ferrari On Course Jacket

The Ferrari Golf Leather Shoe was also designed per a car's interior and is made in Italy. These are available in black or white and retail at \$600.



Ferrari Golf Leather Shoe

The shoes use Puma's S2Quill technology that provides traction and stability on the golf course.

Accessories include visors, belts, gloves, umbrellas and bags. Some, including the Ferrari

Golf Luxury Bag and Ferrari Golf Luxury Duffel, are made with the same Poltrana Frau Leather used in Ferrari GT vehicles.



Ferrari Golf Luxury Bag

“The goal of the Ferrari Golf Collection is to bring the high-end consumer a technically-innovative collection with as much detail, beauty and performance as a Ferrari as well as increase desirability around the Cobra Puma Golf brand,” Mr. Phillion said.

Status symbol

Ferrari and Cobra Puma Golf entered into a long-term partnership to create and market a new type of product to the golf industry, per the brands.

The collection is currently being marketed via a Web site at <http://ferrarigolfcollection.com>.



Ferrari Golf Collection Web site

This site will list golf retailers and Ferrari Stores where merchandise can be purchased in July.

In addition, consumers in the United States and Europe can purchase items from the collection from upscale golf ecommerce site Trendy Golf at <http://trendygolfusa.com>.

The Ferrari Golf Collection will also be marketed via digital channels such as social media and in-store in the future, as well as with professional golfers on tour, per Cobra Puma Golf.

Luxury automaker product collaborations do not happen often, but may position a brand with a certain lifestyle.

It seems that Ferrari partnered with Cobra Puma Golf mainly to push an association with the affluent golf industry while creating quality products that show off the automaker's craft.

Items could become status symbols for golfers and or could be worn by professional players.

Meanwhile, it seems that Cobra Puma Golf will benefit most from the brand awareness created via this design collaboration.

"Ferrari is the sexy, glamorous brand with far higher general awareness," said Rob Frankel, branding expert at marketing consultancy firm [Frankel & Anderson](#), Los Angeles. "Cobra's brand identity is less-known outside the golf world, so it is likely that Cobra is trying to rub up against Ferrari in order to heighten the perception of its own brand in its own market."

"Cobra is probably sharing its data with Ferrari for subsequent direct marketing efforts," he said.

"In common parlance, when people want to short-hand their views on top-of -the-line items, they often refer to them as 'the Ferrari of,' so there is some value there."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.