

THE GP COLUMN

"WEAR WHAT YOU KNOW LOOKS GOOD TO YOU AND EVERYONE ELSE AROUND YOU..."

There's nothing pansy about a grown man discussing fashion here, and Ally's got the chops to prove it too. If you were to believe him, golf pros could be strutting the catwalks in Milan, London and New York in the off-season...



ALLY BEGG

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RESIDENCE

Singapore

CV Presenter Star

Soccer Saturday,

ESPN Super Sunday

and Score Tonight.

www.allybegg.com

Now that the new Millennium is approaching its 10th year, golf fashion is evolving as rapidly as the new technology on offer. I could argue the style bible closed its pages during the 1980's and 1990's as some shocking attire donned the finest courses and tournaments. Whatever happened to the iconic looks of such legends as Arnold Palmer and Jack Nicklaus in their younger days?

Where did the long socks and plus fours worn so impressively by Sam Snead disappear to? Lee Trevino offered us a whole new world with his red trousers and Gary Player forged a new relationship with the flat cap. It was great times as Beatle-mania almost rubbed off on the golf course, but then it all went horribly wrong.

The late Payne Stewart did his best to resurrect the plus fours look but at times was left wanting with the brightness of his outfit. A young Seve came along and wouldn't have looked out of place in Saturday Night Fever and I'm sure Jesper Parnevik auditioned for Michael Jackson's "BAD" video in the early 90's. They all did their best but the look was plain, simple and a tad boring.

Fast forward to the present and some professionals look like they've graduated from the fashion houses of Milan, New York and London. Designers such as Tommy Hilfiger, Hugo Boss and Calvin Klein have all jumped on the golf bandwagon and rarely do we see one of the top players not dressed from head to toe in such splendour. Tiger Woods is always turned out majestically and as my better half observed, color coordinated. Very important!

Ian Poulter's fashion sense has had many tongues wagging, I, for one, volunteer my congratulations on a job well done but who out of the top pros could one day swap the club for the needle and thread and become the new Ralph Lauren of the golf world.

Sweden's Johan Edfors comes in a close second but as a bit of



a golf fashion connoisseur, I would have to say that there is a clear winner in Columbia's Camilo Villegas. There has been much talk of his outlandish wardrobe provided for by J. Lindeberg but he gets my vote every time. I also hear the combination of exotic dress and ripped physique makes him a hit with the ladies, and that itself, could be a lesson for us guys anyway.

The Ally Begg golf look is probably unique to these parts, my colleagues at ESPN Star Sports will wholeheartedly concur with those sentiments but if I were to recommend a designer, it would be Cross Golf Gear. I discovered the Swedish company upon my arrival in Singapore and have frequented the shop at the basement of Far East Shopping Centre, just off Orchard Road many times. I openly admit rightly or wrongly that I am an individualist and I like nothing more than dressing like one, especially on the golf course and my own style has been born from the rails of their fine establishment. If you, like me want to be that little bit different, then why not give them a bash? I guarantee you won't regret it.

