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DAILY EDITION AUGUST 1, 2025

WWD

Fashion. Beauty. Business.

Milan's Turn

Gucci, Bottega Veneta, Versace and more will see new designer debuts in Milan in September.
Page 2

Walter Loeb Dies

The veteran retail analyst and former executive, who never minced words, has died at the age of 100.
Page 4

New Paradigme

Prada has launched a new men's scent, Paradigme, with actor Tom Holland as the face.
Page 7

CHICAGO COLLECTIVE PREVIEW

Chicago PREP

Chicago Collective kicks off Saturday and a key trend – like on the European runways – will be the return of prep. Think that icon of style John F. Kennedy Jr., who is in the public's mind again due to the upcoming miniseries and recent documentary. For more, see pages 9 to 36.

PHOTOGRAPH BY GARRETT NACCARATO

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A man is sitting on a wooden chair against a solid pink background. He is wearing a red beret, blue-tinted sunglasses, a light beige jacket over a green polo shirt and a patterned scarf, blue jeans, white socks with black stripes, and black oxford shoes. He is looking directly at the camera with a neutral expression.

CHICAGO PREP

Preppy never really goes away, but it is bigger than ever for spring 2026, this time with an emphasis on pastels and '80s references in tailoring.

Photographs by **Garrett Naccarato**
Styled by **Alex Badia**

Brooks Brothers cotton dress shirt; Johnstons of Elgin cashmere polo sweater; Simkhai cotton jacket; DL1961 cotton jeans; Arnette sunglasses; Brooks Brothers belt; Sperry shoes; Rado Captain Cook stainless-steel automatic watch with ceramic bezel; Falke socks; stylist's own tie.

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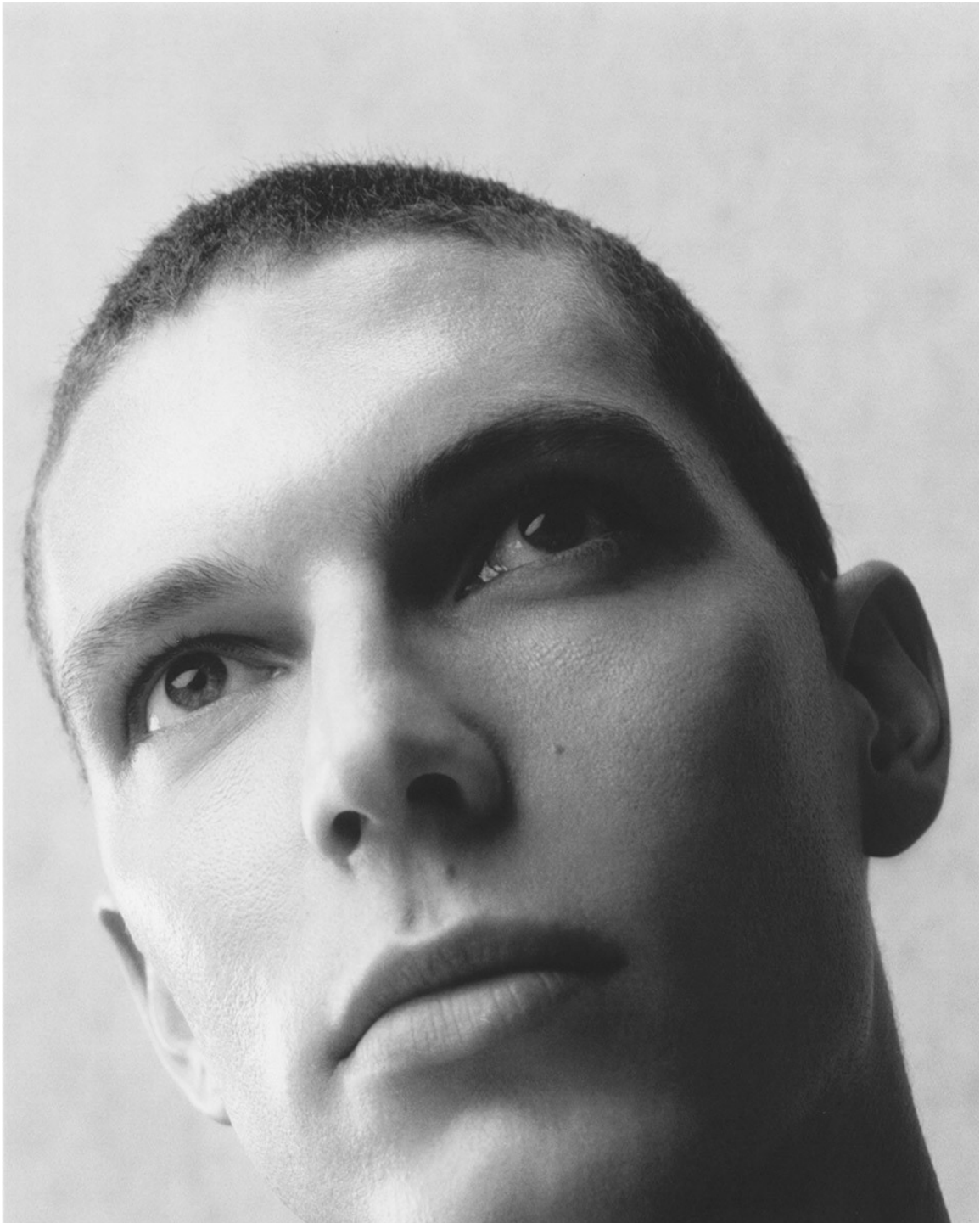
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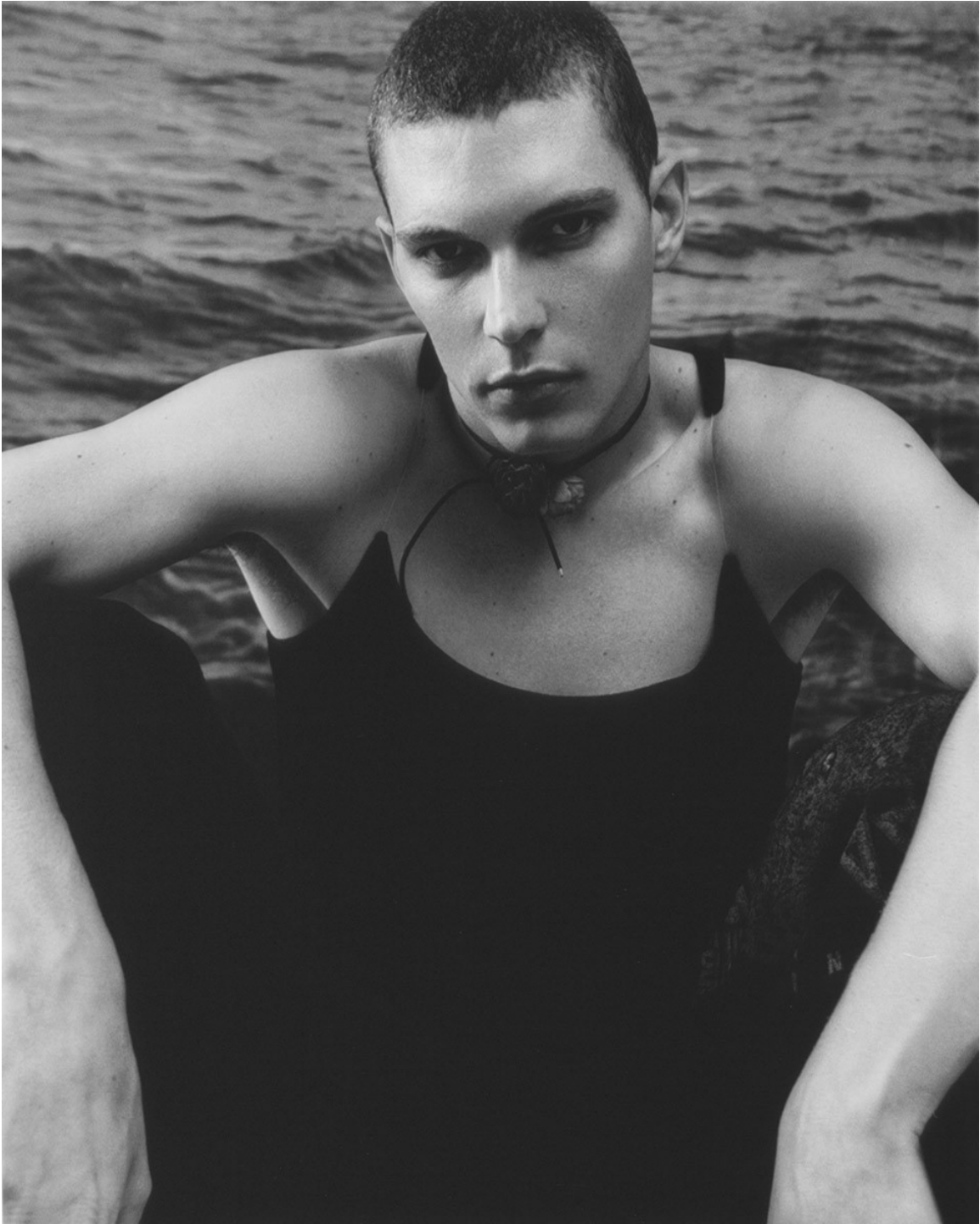
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blueprint

diald _ in



WATCH CLOSELY

The finer details of Parmigiani Fleurier's latest masterpiece reveal why the maker has become such a cult favorite

BY NICK SULLIVAN



TORIC PETITE
SECONDE WATCH
(\$55,000) BY
PARMIGIANI
FLEURIER; STRIPED
SHIRT (\$265) BY
A KIND OF GUY; E
PATTERNED SHIRT BY
AMBUSH; SOLID SHIRT
(\$215) BY FURBAC.

PARMIGIANI FLEURIER IS, BY ANY RECK-
oning, a watchmaker's watchmaker. It's hardly new
but still quite young compared with the old guard,
making the reverence with which collectors regard
it even more surprising. Set up by master watch-
maker Michel Parmigiani in 1996, it has been quietly
producing supremely refined watches for
well-heeled enthusiasts, including Prince (now
King) Charles, ever since. Having a crowned head
as a fan tells you a lot about where Parmigiani
comes from—but not necessarily where it's going.

Since Michel Parmigiani stepped back from the

day-to-day running of the business in 2021, his
successor, Italian-born Guido Terreni, has taken
a hard look at the future of the house. The CEO
has cut down on the number of models in produc-
tion and brought a new focus to the brand, all
while sticking close to the functionality and aes-
thetics established by the founder.

One of this year's most impressive innovations
is the Toric Petite Seconde in platinum. At first
glance, it may appear to be a virtuoso exercise in
restraint, but peer at it long enough and close
enough and it's a fireworks display, from the fluted

platinum bezel and the powdery, granular dial sur-
face to the subtle but very nontraditional colors of
the dial and the alligator strap. Even the sewing on
the strap is unusual, recalling the spaced hand-
stitching favored by Neapolitan tailors.

It's recognizably Parmigiani Fleurier in the
details yet feels modern, as easy to wear with a
sweatshirt as with a suit—or coronation robes.
While the brand's offerings are beyond the reach
of many of us mere mortals, the design codes are
sure to influence watches at more accessible
prices, too. It's only a matter of time. □

STYLING: ALEXANDER HANNA; GROOMING: ROBERTO ALVARADO JR.;
HAIR: MICHAEL; MAKEUP: JESSICA; MODEL: LEMMY; SET: MAISON MARTIN MARGIELA

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blueprint _ style

GIMME SHELTER

Fay Archive's limited-edition riff on the fireman's jacket is made from World War II-era U.S. Army tents

BY NICK SULLIVAN

BACK IN THE '80S, DIEGO DELLA Valle, president of the Italian shoemaker Tod's, and his brother Andre chanced upon the American workwear maker E.A. Fay. The duo instantly recognized the potential of Fay's signature product—a fireman's jacket with distinctive hook-and-D-ring closures—and bought the company, repurposing the jacket for casual wear and later renaming it the 4 Ganci (or "four hooks") for Italian customers. It was a popular piece of street culture before receding from view for a few decades.

Luckily for us, in 2019, Fay was relaunched and expanded, still with the 4 Ganci at its center. This season, the design team has released a limited-edition version of the jacket upcycled from World War II-era U.S. Army tents discovered in a warehouse in Naples, Italy. Patched together, with many original tent details intact, each one of the 100 pieces is a unique bit of history that also happens to look really damn cool. 

STYLING: ALDO FALLAI; HAIR: BECCO; MAKEUP: NICOLA; SHIRT: ALVARADO; JEANS: MARNI; COAT: FAY; SHOES: TOD'S

JACKET (\$2,625) BY FAY ARCHIVE; BLAZER (\$710) BY FURBAC; TANK BY DISQUARED2; TROUSERS (\$1,000) BY CONNOR MCKNIGHT; SNEAKERS (\$815) BY GOLDEN GOOSE.

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PHOTOGRAPH BY RYAN SLACK

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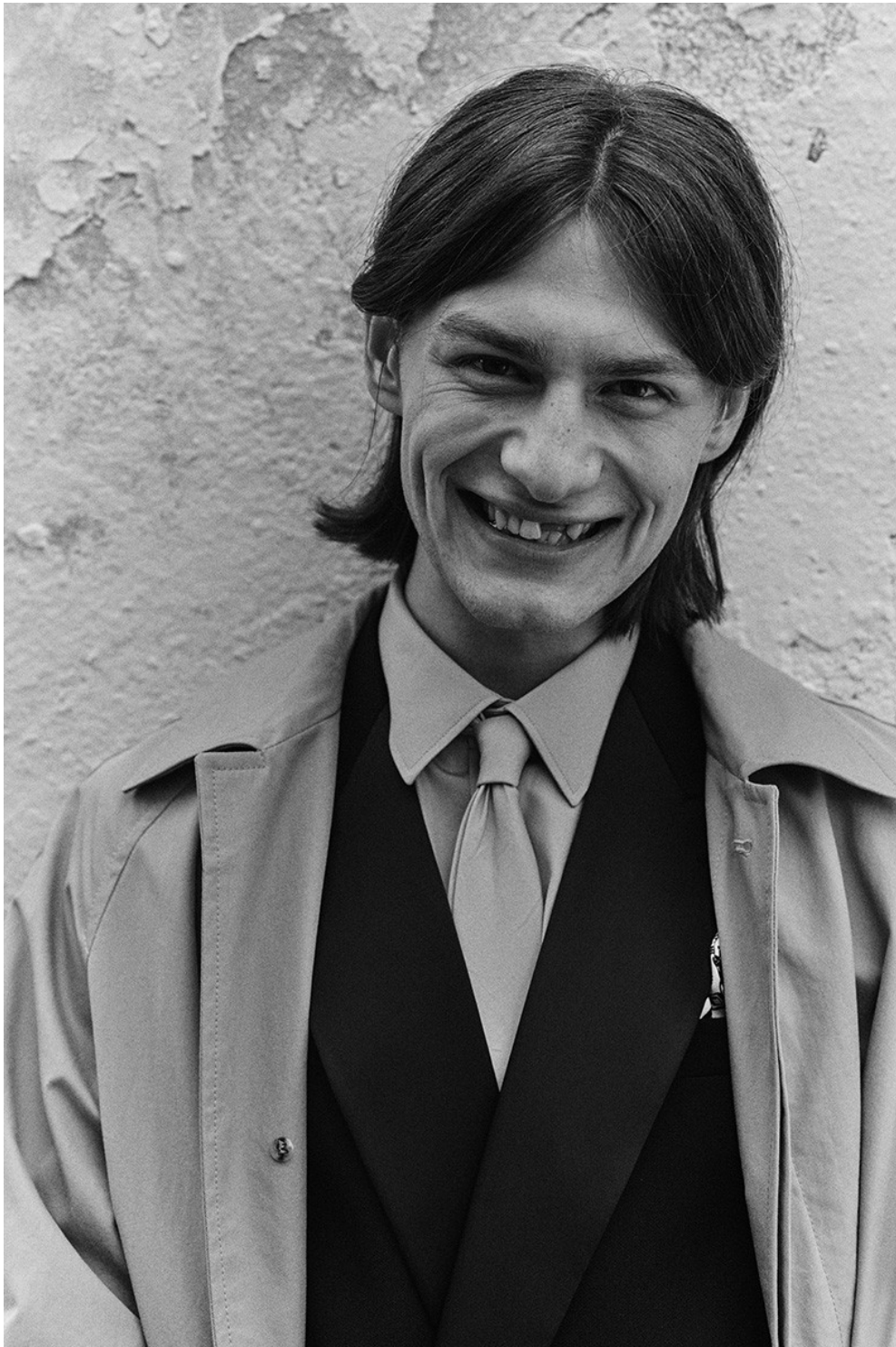
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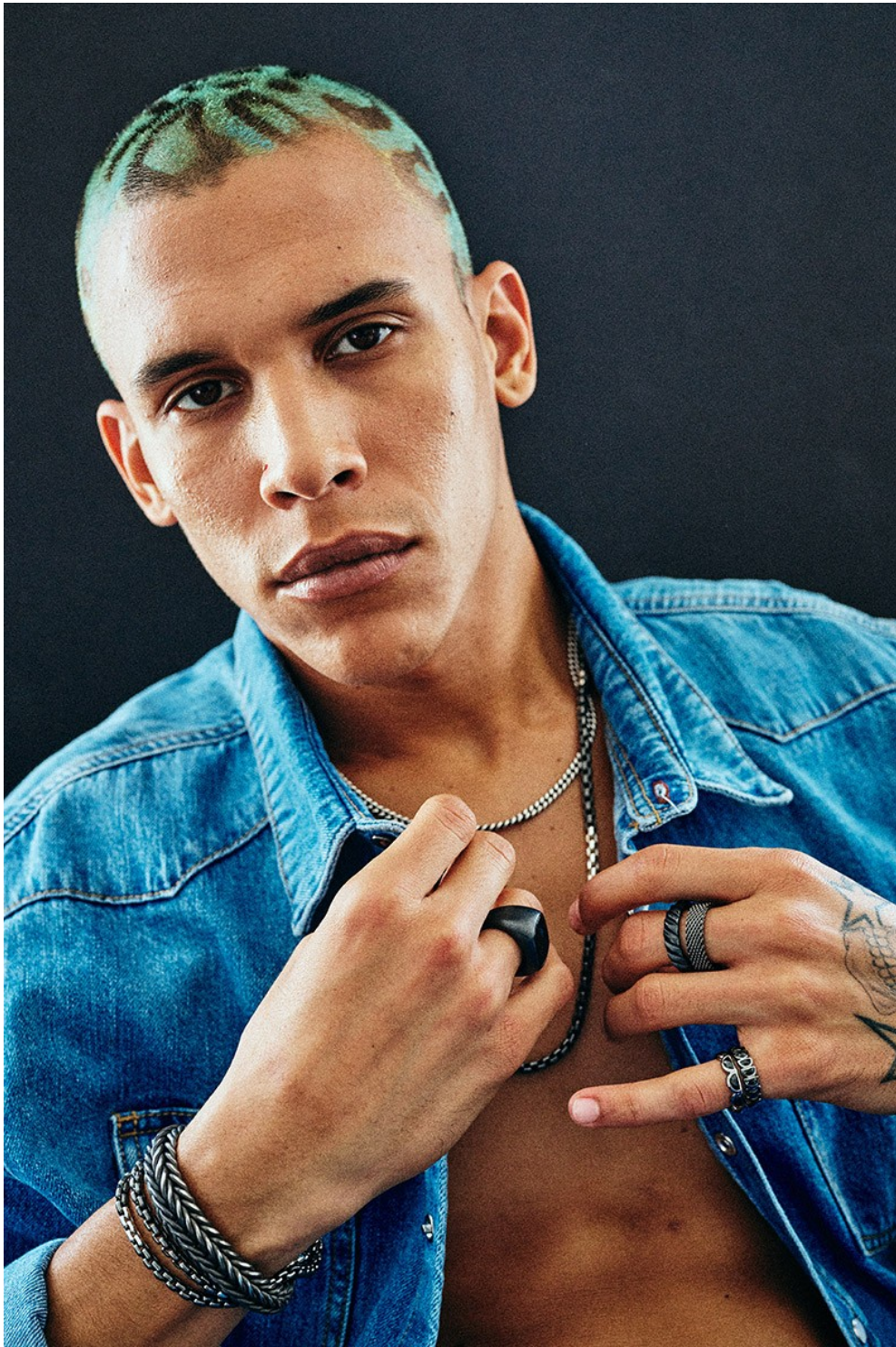
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Style | The Golf Life



ILLUSTRATION: RAMI NEMAI

WHAT YOU NEED TO KNOW ABOUT SUNSCREEN

► Bucket hats offer more sun protection than other caps, shading the face, ears and neck. But UV rays reflect at all angles, so you need effective sunscreen. Apply a shot-glass worth of mineral-based sunscreen—like Neutrogena Sheer Zinc Dry-Touch Sunscreen (SPF 50)—every two hours. For a little color, try Bare Republic's Mineral Neon Sunscreen Sticks (orange and blue on model, above). If you must use a spray, the Neutrogena Cool Dry Sport Fullreach sunscreen is easy to apply, oil-free and sweat-resistant.

BUCKET HATS (CLOCKWISE FROM TOP LEFT): LACOSTE Men's Cotton Piqué Bucket Hat, \$60 **CARHARTT** WIP Anderson Bucket Hat, \$65 **FILA** Reversible Bucket Hat, \$29 **RALPH LAUREN** Reversible Packable Bucket Hat, \$145 **CALVIN GREEN** Ark Golf Hat, \$75 **HERSCHEL** Lake Bucket Hat, \$40 **PAA** Tennis Hat, \$120 **ASOS** Safari Bucket Hat, \$16 **EYEWEAR (CLOCKWISE FROM TOP LEFT):** OAKLEY Targetline with Prizm Jade Polarized Lens, \$183 **MAUI JIM** Red Sands, \$229 **MAUI JIM** Red Sands, \$229 **MAUI JIM** Tail Slide in Frosted Crystal, \$249 **MAUI JIM** Kanaio Coast, \$249 **OAKLEY** Targetline with Prizm Ruby Lens, \$153 **OAKLEY** EVZero Stride with Prizm Daily Polarized Lens, \$203 **SHIRT: ADIDAS** Ultimate365 Solid Polo Shirt, UPF 50+, \$65.

Photographs by Giovanni Reda

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The Core | The Golf Life

It didn't happen quickly. Heck, it took decades to permeate. But fitness has become a big part of the conversation about what it takes to improve as a golfer. Players looking to swing better, faster, longer and, they hope, injury-free, have turned to the gym to help achieve their goals. ▶ That's why we believe it's time to introduce a new ranking—the 50 Best Golf-Fitness Professionals in America. This list, the first of its kind by a fitness- or golf-media company, was compiled by an expert panel of trainers, chiropractors, physical therapists and doctors who nominated their peers based on their knowledge of the game, their knowledge of exercise physiology and biomechanics, and how they apply both in working with clients. ▶ “Imagine choosing any professional simply by walking into the nearest building and saying, ‘OK, I’ll work with you,’” says Ben Shear, Golf Digest’s Fitness Advisor, who first suggested the list. “You probably wouldn’t do that with a doctor, financial planner, or even a golf instructor. Yet, every day people go to their nearest gym and sign up for individual training with someone who they haven’t a clue of whether the person is qualified. That’s how you end up getting hurt.” ▶▶▶

The 50 Best Golf-Fitness Professionals in America

(and a guide to finding the right trainer for you)

Photographed by Giovanni Reda

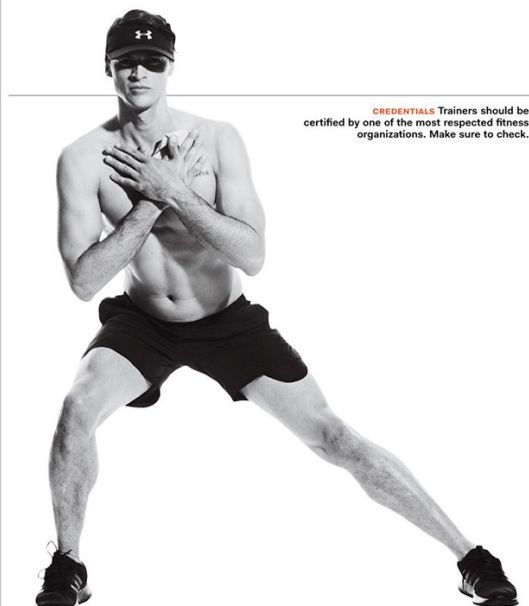
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The Golf Life | The Core



HIRING THE RIGHT TRAINER

Interested in working with someone who specializes in golf fitness? Here are the types of questions to ask and some of the trainers to avoid. ▶ "I'd want to know what that trainer knows about the golf swing—that's a good start," says Greg Rose, co-founder of the Titleist Performance Institute in Oceanside, Calif. "An extra step would be to speak with some of the golfers that trainer has worked with to get an idea of how he or she uses the gym to improve their games." ▶ Fitness credentials also are important, says Ben Shear, who has trained several tour players. "A degree in exercise physiology isn't a must, but it helps. More important, how long have they been training? Are they certified by one of the big organizations in fitness?" ▶ Among the most respected are the National Academy of Sports Medicine (NASM), National Strength and Conditioning Association (look for the CSCS certification), C.H.E.K Institute, and the Titleist Performance Institute. TPI is the only group certifying trainers specifically for golf fitness. Another more general accreditation that is acceptable, Shear says, is ACE, short for the American Council on Exercise.

CREDENTIALS Trainers should be certified by one of the most respected fitness organizations. Make sure to check.

"Having the right credentials should start the conversation," Shear says. "But there are still some things to avoid."

Specifically, trainers that are willing to put you through the paces without first giving you a physical evaluation and interviewing you about your goals, preferences for workout intensity and your medical history. Also avoid anyone pushing group-training—like CrossFit—without knowing your capabilities. Worse: Throwing you in a group where you're expected to "keep up" with stronger students.

"Group classes can be a great motivational tool," Rose says. "Just make sure you're training with people of similar abilities, and that the classes are small enough that you still get some one-on-one attention."

Personality plays a big role in finding the right trainer, says Lindsay Becker of Buckeye Performance Golf in Dublin, Ohio. "It's OK if they push you out of your comfort zone a little," Becker says. "But when you're not looking to be pushed, and that's all they want to do is work you 'til exhaustion, it's not a good match. Best to establish right away what your training preferences are."

Rose agrees. "They need to match your life. First thing the person should say is, 'What would fit your lifestyle?' If all you can do is 15 minutes a day, I'll build you a program for 15 minutes."

Speaking of commitment, avoid trainers who want to sign you up for anything long-term like an annual contract. Results should be evident fairly quickly, Rose says. "If someone says it's going to take six months, you're with the wrong trainer."

Finally, it's an absolute must that the trainer is willing to communicate with the golf instructor who best knows your game.

"It doesn't have to be ongoing, but it's helpful to know what you're working on," Shear says. "Many swing flaws are a result of physical issues that can be corrected in the gym. The trainer and pro can help each other out." —RON KASPRISKE



WEST

JANET ALEXANDER
Pacific Fitness & Health Inc.,
Encinitas, Calif.
pacificfitnesshealth.com
EVALUATION: \$200 / HOURLY: \$200

BRIAN BRADLEY
Epicure Method HQ, Del Mar, Calif.
epicure.com
E: \$0 / H: \$150-\$190

MILO BRYANT
Milo-Limitless Fitness, Del Mar, Calif.
milostrong.com, E: \$90 / H: \$250

BRIAN CHANDLER
Elevate Sports Performance
Las Vegas, elevatepe.com
E: \$500 / H: \$150

SEAN COCHRAN
Sean Cochran Sports Performance,
San Diego, seancochran.com
E: \$175-\$350 / H: \$275

DAVID DARRYSHIRE
Kailua Kona, Hawaii
movementstudiesfitness.com
E: N/A / H: N/A

ANDREA DODDATO
Hillcrest Country Club, Los Angeles
shapeandport.com
E: \$200 / H: \$150

TYLER FERRELL
La Riconada C.C., Los Gatos, Calif.
golffortraining.com
E: \$395 / H: \$150

LANCE GILL
Titleist Performance Institute,
Oceanside, Calif., tiperformance.com
E: \$1,200 / H: \$150-\$250

GREG ROSE
Titleist Performance Institute,
Oceanside, Calif., mytpi.com
E: \$1,200 / H: N/A

RALPH SIMPSON
Manual Orthopedic & Sports
Therapy, Whitefish, Mont., almost.us
E: \$225 / H: \$125

DEE TIDWELL
Colorado Golf Fitness Club, Denver
coloradogolffitnessclub.com
E: \$125 / H: \$125

SOUTHWEST

JEFFREY BANASZAK
Back9Fitness Performance Center,
Arlington, Texas, back9fitness.com
E: \$250 / H: \$100

DAMON GODDARD
AMPD Golf Performance, Dallas
ampdgolfperformance.com
E: \$350 / H: \$300

ANDREW HANNON
Premier Fitness Systems, Scottsdale
premierfitnesssystems.com
E: \$0 / H: \$85-\$100

CLINT HOWARD
Golf Fitness Systems, Tulsa
golffitnesssystems.com
E: \$150 / H: \$80-\$90

GREG MCLEAN
Premier Fitness Systems, Scottsdale
premierfitnesssystems.com
E: \$150 / H: \$100

PAM OWENS
Pam Owens Fitness, Houston
pamowensfitness.com
E: \$300 / H: \$110

KATHERINE ROBERTS
Troon North G.C., Scottsdale
yogaforgolfers.com
E: \$275 / H: \$150

SPENCER TATUM
Advantage Training, Scottsdale
advantagegolftrainingfit.com
E: \$199 / H: \$150

TROY VAN BIEZEN
ChiroSport Specialists of Dallas
chiroportspecialists.com
E: \$250 / H: \$90

MIDWEST

LINDSAY BECKER
Buckeye Performance Golf,
Dublin, Ohio
buckeyeperformancegolf.com
E: \$150 / H: \$100

NEAL HAUCH
Golf Fitness Plus, Akron, Ohio
golffitnessplus.com
E: \$200 / H: \$100

LENNY MELLO
Pillar Health & Sport
Performance, Louisville
pillarsport.com
E: \$200 / H: \$80-\$100

JEFF PELIZZARO
Empire Fitness Academy,
St. Louis, libarong.com
E: \$125 / H: \$90

CORY PUYER
P.U.R.E. Golf, Northfield, Ill.
pure-golf.net
E: \$325 / H: \$120

JANINE YOUNG
Elite Golf and Fitness, Overland Park,
Kan., elitegolfandfitness.com
E: \$200 / H: \$20-\$100

NORTHEAST

RYAN ANDERSON
Ben Shear Golf, Scotch Plains, N.J.
bensheargolf.com, E: \$150 / H: \$90-\$99

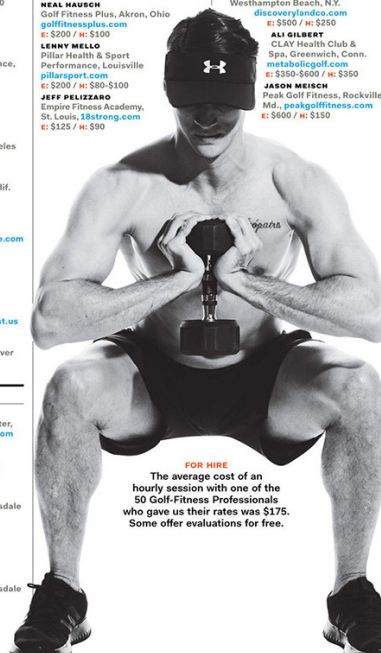
MIKE BOYLE
Mike Boyle Strength & Conditioning,
Woburn, Mass., bodybyboyle.com
E: \$90 / H: \$90

ROBERT DUVALL
Discovery Land Company,
Westhampton Beach, N.Y.
discoverylandco.com
E: \$500 / H: \$250

ALI GILBERT
CLAY Health Club &
Spa, Greenwich, Conn.
metaholisticgolf.com
E: \$350-\$600 / H: \$350

JASON MEISCH
Peak Golf Fitness, Rockville,
Md., peakgolffitness.com
E: \$600 / H: \$150

"First thing they should say is,
'What would fit your lifestyle?'"



FOR HIRE
The average cost of an
hourly session with one of the
50 Golf-Fitness Professionals
who gave us their rates was \$175.
Some offer evaluations for free.

DON SALADINO
Drive Every Day Performance
Institute, Orlando
bettereverydayorlando.com
E: \$500 / H: \$100

RYAN BLACKBURN
Orlando Golf Performance
orlandogolfperformance.com
E: \$0 / H: \$60-\$80

JOHN DAMICO
Golf Fitness Edge, Naples, Fla.
golffitnessedge.com
E: \$300 / H: \$100

CRAIG DAVIES
Depth Institute, Winter Garden, Fla.
achievedepth.com
E: \$500-\$2,500 / H: \$250-\$350

JOE DIVOLALVI
Jody D Golf Sports Training Center,
Jupiter, Fla., jodydgolf.com
E: \$750 / H: \$275

DAVID DONATUCI
Florida Institute of Performance,
Palm Beach Gardens, Fla.,
floridainstituteofperformance.com
E: \$150 / H: \$200

JEFF FACHS
F45 Training Olde Raleigh, Raleigh,
N.C., f45training.com
E: \$200 / H: \$60

DAN HELLMAN
Hellman Holistic Health,
Fort Lauderdale, Fla.,
hellmanholistichealth.com
E: \$250 / H: \$250

DAVE HERMAN
Dave Herman Performance,
Winter Garden, Fla.
davehermanperformance.com
E: \$185 / H: N/A

ADAM KIRLEY
Exxon Sports Medicine,
Knoxville, Tenn.
teamexon.com
E: \$125 / H: \$100

DAVID MALONEY
Golf Conditioning &
Performance, Tysons Corner, Va.,
golffit.com
E: \$400 / H: \$100

RANDY MYERS
Sine Island Golf Performance Center,
St. Simons Island, Ga.
randymyersgolf.com
E: \$575 / H: \$160

KAREN PALACIOS-JANSEN
Trump National Charlotte G.C.,
cardiagolf.com
E: \$295 / H: \$125

SCOTT SHEPARD
Driven Sports Performance
Training, Lake Mary, Fla.
drivensports.com
E: \$250 / H: \$85

KOLBY TULLER
Jody D Golf Sports Training Center,
Jupiter, Fla., jodydgolf.com
E: \$750 / H: \$275

MIKE VOIGHT
Performance One Golf,
Franklin, Tenn.,
performance1training.com
E: \$385 / H: \$150

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Clothes designed with a
golfer's well-being in mind

1 Today's golfwear offers a variety of innovative materials that allow you to move freely when you play and keep you warm when it's cool (and vice versa). In fact, the apparel on this page is designed with so much style and technology that some might even call it miraculous. —ASHLEY MAYO

1 ADIDAS KUMACROSS 2.0 SUNGLASSES, \$110

The distortion-free lenses are curved, offering your eyes wraparound sun protection.

► **RLX GOLF HOODED HYBRID JACKET, \$245** This stylish slim-fit hoodie is pliable and well-insulated, with an interior turtleneck for extra warmth. ► **PUMA GOLF SIX-POCKET PANT, \$80** It wicks moisture, and the ultra-stretchy fabric helps you stay cool and dry. ► **FOOTJOY D.N.A. HELIX SHOES, \$210** A foam collar molds to your ankle for extra stability, and the tongue shapes to your foot for breathable comfort.

2 NIKE AEROBILL CLASSIC 99 CAP, \$35 This high-performance polyester fabric stretches for a comfortable fit.

► **LINKSOUL HEATHER LONG-SLEEVE FULL-BUTTON SPORT SHIRT, \$96** With just a touch of spandex, it offers as much stretch as the techiest golf shirt and looks classic and refined. ► **KJUS IKE PANTS, \$200** Come for the water- and dirt-repelling fabric, stay for the anti-slide scorecard pocket.

3 ADIDAS CLIMAHEAT PRIMALOFT VEST, \$140

It's packed with insulation to keep you warm, but its breathable fabric lets moisture escape.

► **NIKE AEROREACT POLO, \$90** This shirt's fabric is designed to open and close as your body temperature changes. ► **ADIDAS ULTIMATE 365 CLIMAWARM PANTS, \$95** Breathable, woven fabric will keep you warm and dry, but it's also highly stretchy, allowing for full range of motion.



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Photograph by Walter Ioss Jr.

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SLOW-N-LOW

6 TAKE IT BACK SLOW: FINISH THE BACKSWING. THEN WHEN YOU SWING DOWN, KEEP THE CLUBHEAD MOVING LOW, EVEN AFTER THE BALL IS STRUCK.

TEE SHOTS

You're facing the most important drive of the round—or maybe your life—and you gotta find the fairway. What do you do? Here's what you don't do: Don't make a short, wristy swing and try to steer it in play. I've seen a lot of golfers suddenly change their driver swing when the pressure's on. That's a recipe for a big miss. This situation calls for commitment, meaning keeping your driver accelerating on a good arcing path low through the impact zone. The type of swing you would make if you were hitting a ball into the middle of a driving range.

Here's a drill to help get it done when it matters most. Place your ball on a tee and then stick four or five other tees in the turf on an arcing path on the target side of your ball. The first one should be on your target line and the others about a half-inch apart, arcing just inside of it. Now hit shots with the goal of striking the ball and then clipping as many of those other tees out of the ground as possible (below). Not only does this keep your club moving low, so you hit the ball in the center of the face, it gets you to accelerate the club through impact on the correct inside-to-inside path in relation to the target line. Best part? You can use the image of clipping the tees when you play, and that will help take your mind off worrying about the outcome. Just stick with the process.

MARIO GUERRA, a Golf Digest Best Young Teacher, works at Quaker Ridge Golf Club in Scarsdale, N.Y.

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BODY MOVIN'

OR CHIP SHOT, IT WILL FEEL LIKE YOU GAVE IT A GOOD BODY BLOW.

SHORT GAME

Elutch short-game players are the envy of us all. One of the most obvious things you'll notice when they hit these shots is they swing with no fear of nuking one 30 yards over the green. They keep the clubhead moving long after the ball has spun off the face by using good body rotation—way more than the average golfer dares to turn, especially when it's a big shot. The key to hitting a good pitch or chip is to minimize the role of the hands. Instead, use a more reliable method of turning your body toward the target to propel the club along the ground before and after impact. In other words, keep your chest turning through. I like the visual

of pretending there is a long club with its grip attached to your chest. Your mission is to hit the shot by turning your body. If you don't turn your chest, the club doesn't move. If you do turn, the butt end of the club should be pointing at your stomach at the finish like I'm demonstrating here (left). Another thing that will help you hit short-game shots is how you set your hands. At address, lean the shaft slightly away from the target, so your left wrist feels slightly cupped and your right wrist flat. Maintain those wrist positions as you turn your chest toward the target, and you'll pull off the shot every time.

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APPROACH SHOTS

When it comes to hitting greens down the stretch, nothing is more important than distance control. Think about it. Even a shot that's 20 yards off line might still be on the green if you hit it pin high. That's why you should really focus on solid contact when hitting your irons in the clutch.

I've got a simple tip that will cure a common negative tendency with your irons. When you get into your address position, focus on the front of the golf ball—the sliver closest to your target. Then, when you swing, stay focused on hitting that part of the ball. This will help delay the release of the club, so you make ball-first contact with a delofted clubface. That gets the iron to continue moving downward even after the ball is struck. You'll compress it.

A sure sign you're hitting your iron shots powerfully is the look and feel of the clubshaft at impact. It should be leaning toward your target like I'm demonstrating (right). Note how my left eye really looks like it's fixated on that front edge of the golf ball. That also will help get your mind off the weight of the moment.

ADAM KOLLOFF, a Golf Digest Best Young Teacher, works at Liberty National Golf Club in Jersey City, N.J., site of this year's Presidents Cup.



THE DEATH MOVE WHEN YOU REALLY NEED A GOOD IRON SHOT IS TO **TRY AND SCOOP** THE BALL OFF THE GROUND. AVOID THAT BY KEEPING THE **SHAFT LEANING FORWARD.**



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DON'T EVEN THINK FOR A SECOND TO GET IT CLOSE. GET IN THE MIND-SET OF I'M MAKING THIS ONE. —THE BOYS



PUTTING

The three of us put our minds together to really determine the most important aspect of sinking a clutch putt. A soft grip and a smooth stroke back and through matter. But what we kept coming back to as the key to holing a crucial putt is a steady head. Any excessive head movement can cause you to roll the ball on a different line than you intended, or alter the face so it's no longer square to that line. We know you're anxious to see where the ball's going, and we know it's hard not to track the movement of the putter or ball with your eyes. But to make sure you give yourself the very best chance of making one, you've got to check your head. Keep it as still as possible. Just remember not to tense up simply because you've got this feeling of being

in lockdown with your noggin. In fact, when you stand over the putt, don't make a stroke until you feel your shoulders and jaw bone relax. When the tension is gone, hit the putt and don't look up for at least a full second. You don't need to see it go in. It's way more illin' to hear the ball rattle around as you stare at your opponent.

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