



TODD SNYDER

Introducing FJ x Todd Snyder

America's leading menswear designer joins forces with FootJoy for a new Premiere Series collection called "Mint Julep"

FootJoy, the #1 Shoe in Golf, will introduce two exclusive footwear releases during the PGA Championship, in collaboration with America's leading menswear designer, Todd Snyder.

Titled the "Mint Julep" Premiere Series, this limited edition collection features elevated patent leather accents and a fresh mint outsole inspired by the cocktail of choice at the Kentucky Derby. Available in both Wilcox and Field models, the "Mint Julep" Premiere Series will stand out as the preferred shoe of FJ athletes at the 2024 PGA Championship at Valhalla Golf Club in Louisville, Kentucky. The Premiere Series continues to be the leading classic shoe franchise in golf and the overwhelming #1 shoe on the PGA Tour, worn by the likes of Max Homa, Will Zalatoris, Justin Thomas, Adam Scott and many more.

"We're really excited about this latest collaboration with FootJoy. We've taken design details like the broguing on a bespoke shoe and inspirations from the iconic Derby and combined them with state-of-the-art technology and modern style." said Todd Snyder. "Because you can't always be the best player in your foursome...but wearing these, you can certainly be the most stylish."

The "Mint Julep" Premiere Series collection uses hand-selected, premium full grain leather, offering unparalleled quality craftsmanship with the finest details. While beautiful in design, this collection is packed with performance innovation including the popular and reliable VersaTrax+ outsole and comfort features like an Ortholite® EcoPlush FitBed®.

"It's been a pleasure to partner with Todd and his team over the last several years, combining his fresh take on men's fashion with the modern classic styling of Premiere Series," said Chris Tobias, Vice President, FJ Footwear. "With a combination of high fashion, superior comfort and golf-specific performance innovation, these shoes are made for players with a discerning sense of style."

The FJ x Todd Snyder collection drops Tuesday, May 14 at 11am ET, while supplies last. The collection will be available at [footjoy.com](https://www.footjoy.com) and [toddsnyder.com](https://www.toddsnyder.com).

Click [HERE](#) for hi-resolution images





ABOUT TODD SNYDER

Todd Snyder is an American fashion designer based in New York City. Since launching his eponymous label in 2011, he has redefined how modern Americans can present themselves to the world in stylish, unexpected ways. From luxurious takes on essential items to bespoke tailoring, Todd's creations show that good style can be attainable and even playful. Prior to launching his own label, Todd held leading roles at Ralph Lauren, Gap, Inc. and J.Crew. He has also been recognized four times by the Council of Fashion Designers of America as a Menswear Designer of the Year nominee and a CFDA/Vogue Fashion Fund finalist.

Snyder currently operates fifteen stores: four located in NYC; one in Los Angeles, CA; one in Miami, FL; one in San Francisco, CA; one in Boston, MA; one in Chicago, IL; one in Atlanta, GA; one in Washington, D.C.; one in Dallas, TX; one in East Hampton, NY; one in Greenwich, CT; and one in Manhasset, NY. In addition, five stores are slated for 2024 openings.

Todd Snyder New York is a wholly owned subsidiary of AEO, Inc. (NYSE: AEO)

Please contact Maggie Long (maggie@lindagaunt.com) for more information and press inquiries.

ABOUT FOOTJOY

FootJoy is an iconic golf brand with more than 100 years of shoemaking excellence. FootJoy's origin dates back to 1857 when a young entrepreneur named Fredrick Packard broke away from his father's boot workshop to create a new shoe company founded on the principles of performance, quality and innovation. Since then, the brand has been trusted by all of the greatest golfers in the world and has been the #1 shoe at every tournament on the PGA Tour since 1945, because of a singular dedication to the game and relentless commitment to performance, style, comfort and quality.