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**Annika Sorenstam to Appear at LOHLA SPORT Booth 5872 at 2024 PGA Show**

**(LOS ANGELES, Calif.)** – Annika Sorenstam will sign autographs and take photos with 2024 PGA Show attendees at the [LOHLA SPORT](#) Booth 5872 on Wednesday, January 24 at 2 p.m. at the Orange County Convention Center in Orlando, Fla.

The golf legend will sport [The Very Pant](#), one of the top-selling styles in LOHLA SPORT’s premium ladies’ golf-lifestyle apparel line-up.

Since January 2022, Annika has worn the brand’s coordinated tops, bottoms, skorts and outerwear rooted in colorful, on-trend European designs with Los Angeles flair. Each piece is made from fine-quality fabrics sourced worldwide and cut to optimize athletic movement.

Annika embodies LOHLA SPORT’s “Made for Play” mantra. Aligned with her balanced home-golf-business regimen, its customer is the woman who intimately cares about fashion and appearance, and covets comfortable, stylish, playful and classy outfits.

“LOHLA SPORT is exactly what I need for my active lifestyle,” says Annika. “When going from the office to the club, to the kids’ practices and social settings, I don’t have time to change outfits throughout the day. Now I have the perfect sporty yet feminine balance that represents today’s lady golfers on and off the course.”

LOHLA SPORT continues to amass a strong “Golfleisure” following akin to Lululemon’s “Athleisure” craze. Top sellers include:

- **The “Very Pant”** – The four-pocket, full, four-way, luxe fabric, ankle-length stretch pant comes in many colors, including a nucleus of navy, black, white, red and seasonal favorites.
- **[The Golf Fitness Pull-On Pant](#)** – Worn under skorts, it is purposely thicker in becoming the ideal golf-yoga pant with back pockets making it country club appropriate.

**About LOHLA SPORT**

Based in Los Angeles, California, LOHLA SPORT's premium ladies' golf-lifestyle apparel is captivating the golf, country club and resort market. Debuted in January 2021, its impeccable sense of style features colorful, on-trend European designs with Los Angeles flair. The brainchild of recognized fashionista and longtime Golf Channel and GOLFINO executive Lisa O'Hurley, LOHLA SPORT boasts a sophisticated and playful lineup of tops, bottoms, skorts, outerwear and accessories in coordinated collections. Sold online and in 300-plus exclusive golf shops and women's boutiques, outfits confidently transition from the course to the office to socializing with friends and family. Especially popular are the signature "Golf Fitness Pull-On Pant" and "The Very Pant," a play on "Seinfeld" in which O'Hurley's husband, actor John O'Hurley, starred as the fictional character J. Peterman. Golf icon Annika Sorenstam is LOHLA SPORT's global ambassador.

More information: [www.lohlasport.com](http://www.lohlasport.com), [hello@lohlasport.com](mailto:hello@lohlasport.com).

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