



Tony the Tailor's golf fashion blog

- Story Highlights
- Tony Q'aja has designed outfits for some of golf's biggest names
- The rainy British summer has been a challenge to golf fashions
- Tony met up with his designer competition, golfer Ian Poulter

By Tony Q'aja for CNN

(CNN) – Welcome back. September was a busy month for me, in particular with the Seve Trophy and British Masters taking place close to home.

The British Masters used to be in May, and to me it always signaled the start of UK golf season. Certainly, it was usually the first chance for me to get together with all my tour players in the same place and go through all the new fabrics for the season.

Now, with the event being in September, the forecast was not good. However, Simon Eastwood, the Belfry pro-shop manager, was determined to have a successful week.

"It's been a tough year with the weather," commented Simon. "Great waterproof sales, but fashion has suffered. We have some great products with some interesting colors, with JL, Puma, Polo and our own Belfry collection being the best sellers."

On the course it was good to see that all my time and effort in bringing style back to golf had not been wasted. Even with the UK weather not being that of Florida, the Europeans seem to be getting their act together. I would even be willing to state that 30 percent of the players were now coordinated to a degree. There were still plenty of black trousers, but at least they were trying to get a belt to match their polo or cap.

I managed to catch a few moments with my competition, but also friend, Ian Poulter. After joshing about Mr Mourinho's departure from Chelsea (Poults and I being avid Arsenal fans), we discussed how the ijp collection was being received and I also reminded him of who suggested he should have his own clothing line four years ago.

However, we agreed that both our collections had a place in the market, particularly as ijp produces a more fitted garment, while Q'aja is tailored to look good on a more regular shape which, given Ian and Darren Clarke were the forefront of the development of modern golf fashion, is only logical.

Additional congratulations should go to "Poults" for finally getting hitched – may you have many happy years with your new family.

Congrats also go to one of our clients, Lee Westwood, for his victory at the British Masters. What a year he is having, it must be those cashmere cords that he wears.

Away from Britain, I would like to hear from international readers about golf fashion in their country...the good, the bad, and the leave it in the wardrobe! Does your golf club cater for your fashion needs?

Next month I will report on one of my favorite events - the Dunhill Links championship.