

Meeting Arnold Palmer

- Story Highlights
- The golf season is starting and Tony still wants to change golfers' wardrobes
- Tony visited the Arnold Palmer Invitational, met the fashion editor of Golf Digest
- He also met Arnold Palmer, people of all ages were flocking to meet him too

By Tony Q'aja for CNN

(CNN) -- You know when the English summer is beginning, because it starts to snow and hail.

Similarly, you know the golf season is upon us because you still have last year's dried mud on your clubs.

So, start checking and cleaning your bats and make sure you can still get into those golf pants and polos from last year. Oh dear, has the dry cleaner shrunk them again? Maybe then it's time to invest in some Q'uality clothing.

A big congratulations to one of my main Q'aja sponsored players Graeme McDowell, who won the Ballantine's Championship in March. What a victory. The way that he played that second shot onto the green three feet from the hole after Jeev Milkha Singh's had shot left him five feet short -- wow! That polo showed no stress.

March was another month of traveling and it saw me go to Arnie's Invitational over at Bay Hill. It was a pleasant to see a lot of the pro's had got the Q'aja style slits fitted at the hem of the pants, but sadly a lot of the fittings were still on the baggy side. Still, Rome wasn't built in a day.

I would like to welcome Dan Chopra, Charlie Hoffman, Matt Kuchar, JJ Henry, Soren Hansen, Nick Watney and DJ Trahan to the Q'aja stable.

It was also a great pleasure to meet Martin Hackel, fashion editor of Golf Digest. Boy, did we have a lot to talk about. He has been trying to educate the guys in correctly fitting pants and polos for years, but, like me, has found it a slow process. I look forward to doing a few articles with Marty to help resolve this.

The Arnold Palmer Invitational was also time for "Tony the Tailor" to meet "Bob the Belt." Yes, you guessed it, Bob does all those fantastic alligator and snake belts that you see sported by Darren Clarke, Lee Westwood and Phil Mickelson amongst others. Check out their web site www.houseoffleming.com

We sat with Poulter, who picked almost the entire range. Talking of whom, thanks Poults for inviting me to your new house for a great barbeque. If you don't make it (but you will) in fashion you can always take up cooking. That was a fantastic steak. Gordon Ramsay watch out.

After the meal we looked at Poults' new collection. Just like him, it was very well coordinated, the plain polo's with patterned shoulders to match the pants looked particularly good. I also liked the fancy and lively plaid pants and of course the trademark piping down the leg pants in a few new colors. Good luck mate.

By the way that media room is awesome. I am definitely popping over when I'm next in Lake Nona.

The trip would not be complete without meeting the host. So a big thanks to the guys from kingdom magazine (Arnold's fantastic luxury magazine) for introducing Mr Palmer to Tony Q. What presence the man has. People in their 70s down to 8-year-olds; boys to men to ladies and girls, all adoring the great man. Respect, Mr Palmer.

Spring 2009 is set to see the launch of Q'aja international, comprising fully coordinated polos, pants, shorts, knitwear, belts, revolutionary waterproofs and the 19th hole collection. Ordering is to commence in August. Email us now if you want to be considered as one of our top tier stockists.