



GOTTA GO GOLF – August 2011

SEE WHAT'S HIDING IN SHI SHI'S TRUNK

Elizabeth Noblitt didn't much like golf clothes, but she liked golf.

"The idea of a closet full of skorts doesn't float my boat," says Noblitt, who wouldn't get to wear skorts year-round anyway living in the Seattle area.

So she started a high fashion golf blog, ShiShiPutter.com, that got her some love from the newer, innovative designers making clothes that work for golf and transition into the other things we have to do.

Next spring, Noblitt is stepping off the screen to host a women's golf trunk show she is calling AGORA. Already signed to show are Evan Golf, Grace & Game Golf and Toby Tucker. (See Garb on page 34 for a look at some of these and other boutique golf design companies").

"These are smaller designers who can't afford to do something like this themselves," Noblitt said. "This will test the market and then we'll do little popup events and flash shows."

Noblitt's target demographic is the woman who isn't thinking about price when she shops for clothes – thus the Agora ticket (in part benefitting the Executive Women's Golf Association Foundation) costs \$249. But attendees can expect champagne and chichi snacks at a happening venue, Hollywood's W Hotel.

That's the afternoon of March 24. Visit shishiputter.com/agora for the details.