**adidas and Malbon Golf Introduce The Crosby Collection**

* Limited-edition capsule features apparel and footwear for men and women inspired by Bing Crosby’s popular Clambake event and the fashion surrounding it
* Collection includes two special footwear models: the MC87 and Stan Smith Golf
* The collection will be exclusively available for purchase on [adidas.com](https://www.adidas.com/adidas_malbon), [malbongolf.com](https://malbongolf.com/collections/adidas-the-crosby-collection) and at select adidas and Malbon Golf retail stores worldwide beginning Monday, January 29

Carlsbad, CA – January 25, 2024 – The list of people having an impact on the intersection of golf, fashion and entertainment isn’t long. One at the top of that list would certainly be legendary entertainer Bing Crosby, who in 1937 started the popular Crosby Clambake, an annual event that brought musicians, actors, celebrities, and professional golfers together for a friendly competition around a sport they all loved. Today, [adidas](https://www.adidas.com/adidas_malbon) and [Malbon Golf](https://malbongolf.com/collections/adidas-the-crosby-collection) are introducing a special capsule of product – **The Crosby Collection** – inspired by those early Clambakes and that camaraderie, spirit and fashion from an era that set the stage for what the golf landscape looks like today.

Taking design cues from the fashion that adorned the early days of Bing’s notorious Clambakes, adidas and Malbon Golf put together a range of product for men and women with modern takes on the silhouettes that defined an era. For men, this includes button-down polos, pleated trousers and shorts, crewnecks, a lightweight sport coat and an iconic cardigan inspired by one of the posters from one of the early Clambakes. For women, the capsule includes a color-blocked dress with an argyle print, polos with slightly longer and wider sleeves to go with a boxier cut, and a form-fitting culotte pant. All products feature the technology and materials from adidas that golfers will appreciate on the course.

“We wanted to create pieces based on the rich catalog that golf fashion gave us in the 30s and 40s along with what we saw in old photographs from Bing’s famous Clambakes,” said Dylan Moore, creative director, adidas Golf. “The entire collection is an ode to what golf and fashion became at that time in history but also celebrates how those same characteristics and fashion styles from that time still live on with golfers today.”

“With this collection, we wanted to pay tribute to the essence of golf and fashion by taking old silhouettes and modernizing them,” said Malbon Golf co-founder Stephen Malbon. It was an honor to create a collection inspired by the legendary Bing Crosby. His iconic Crosby Clambake was a perfect celebration of the timeless connection between style, sport, and camaraderie that reflects our brand's ethos.”

"The Crosby Family is so grateful to work with the adidas and Malbon teams in developing this incredible line of sportswear,” said Harry Crosby. “With the line's casual performance wear being especially reminiscent of what dad wore, it truly sustains the recognition he had for sports and the golfing world."

[BRAND VIDEO - <https://www.youtube.com/watch?v=uNYBk3Wc37g>]

In addition to the key pieces in the collection, adidas and Malbon will include a checkered anorak, a T-shirt in two colorways featuring the iconic clam decanters that were gifted to all amateur participants in Bing’s Clambakes, and a 5-panel hat. adidas will also include two limited-edition footwear offerings as part of the collection with a specially designed Stan Smith Golf model as well as the new MC87 that mixes performance with style.

The Crosby Collection will be available on Monday, January 29 in limited quantities and will only be available on [adidas.com](https://www.adidas.com/adidas_malbon), the adidas app, [malbongolf.com](https://malbongolf.com/collections/adidas-the-crosby-collection), and at select adidas and Malbon Golf retail stores.

*\*In Japan and Korea, the collection will be available for purchase on January 30 at 10am local time.*

**About Malbon Golf**

The mission of Malbon Golf is simple: inspire today’s youth to participate in the greatest game on Earth. Founded in 2017 by culture and golf enthusiasts Stephen and Erica Malbon, the brand launched with a limited collection for men looking to find multi-functional golf apparel that’s made to be worn both on and off the green. Since then, the husband and wife duo have been pioneering the movement toward golf as a lifestyle by collaborating with some of the most well-known brands in the world and creating a community of like-minded thinkers who share the same collective vision for the future of the sport. Today, Malbon Golf has expanded to offer a complete line of men and women apparel, footwear and accessories that are designed to reimagine the status quo and aspire across all ages with the ultimate goal of bringing a fresh perspective and an accessible, personal approach to the game. The brand is available throughout the US and Korea through both e-commerce and at top select retailers. To learn more, please visit [malbongolf.com](http://www.malbongolf.com/) or follow on Instagram at [@malbongolf](https://www.instagram.com/malbongolf/). To explore the digital collectibles, Buckets Club, visit [bucketsclub.com](https://bucketsclub.com/) or [@buckets.club](https://www.instagram.com/buckets.club/).

**About Bing Crosby**

Bing Crosby was the 20th century’s greatest multi-media star — acclaimed in the worlds of recording, radio and motion pictures and honored by all three on the Hollywood Walk of Fame. He was the most recorded voice in history. Bing recorded 41 #1 hits, including “White Christmas” – a best-seller for five decades. Beyond his illustrious career in entertainment, Bing was an avid golfer. At the time of his passing in 1977, Bing Crosby was still the best-selling recording star of all time, certified by the Guinness Book of World Records. He won the 1944 Oscar for Best Actor in *Going My Way*. To learn more, please visit bingcrosby.com or follow on Instagram [@bingcrosby](https://www.instagram.com/bingcrosby/?hl=en)