



FENIX XCELL & PRIVATE ESTATE

COLLECTION

2023

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INTRODUCTION

WELCOME TO THE NEW 2023 FENIX XCELL & PRIVATE ESTATE COLLECTION!


- DROP 2 -

OUR NEW 2023 COLLECTION BRINGS TOGETHER THE BEST OF BOTH WORLDS - FENIX XCELL,
OUR CORE RETAIL BRAND & PRIVATE ESTATE, OUR PREMIUM LIFESTYLE BRAND.

THIS NEW COLLECTION FEATURES AN EQUAL NUMBER OF FENIX XCELL AND PRIVATE ESTATE POLO SHIRTS
WITH MERGED COLORS, ENABLING THE ENTIRE COLLECTION TO BE MERCHANDISED FLAWLESSLY. EACH COLLECTION HAS 12 POLO SHIRTS
AND 2 COLORS OF TROUSERS & SHORTS. IN ADDITION WE KEPT THE POPULAR CARMEL JACKET & CARMEL VEST IN 2 COLORS.



OUR UNIQUELY COLORED CORE RETAIL BRAND, FENIX XCELL, COMES WITH A PASSION FOR EXCITEMENT, FUN AND INDIVIDUALITY AT ITS HEART. THE FENIX XCELL COLLECTION BRINGS YOU CUTTING EDGE APPAREL BUILT TO TAKE YOU EFFORTLESSLY FROM THE GOLF COURSE TO THE CLUBHOUSE AND BEYOND. THE COLLECTION IS HIGHLIGHTED BY LIGHTWEIGHT, BREATHABLE POLOS DESIGNED TO REPEL HEAT AND SWEAT AS WELL AS MAXIMIZE YOUR PERFORMANCE WITHOUT COMPROMISING STYLE. AVAILABLE IN A STUNNING NEW PALETTE OF VIBRANT COLORS, WITH TROUSERS, SHORTS AND ACCESSORIES TO MATCH, YOU WILL EXPERIENCE A NEW LEVEL OF STYLE AND COMFORT WITH FENIX XCELL.

PRIVATE  ESTATE

DESIGNED IN AMERICA

PRIVATE ESTATE, DISTINGUISHED BY IMPECCABLE QUALITY, A TIMELESS & CLASSIC APPAREL SUITABLE FOR SPORT, BUSINESS, TRAVEL OR LEISURE, DEFINES OUR LUXURY PRODUCT LINE WITH A TECHNICAL EDGE AND ATTENTION TO DETAIL. THE CUT OF OUR PERFORMANCE TEXTILES, OUR SIGNATURE COLLAR, CENTER-CUT SHELL BUTTONS AND HERRINGBONE TAPING MAKE IT DISTINCTLY UNIQUE. PERFECT FOR PRESTIGIOUS GOLF CLUBS AND LUXURY MEN'S SPECIALTY STORES. ALL PRIVATE ESTATE POLOS HAVE THE OPTION OF PRIVATE LABELING, ENABLING YOU TO EXCLUSIVELY REPRESENT YOUR OWN BRAND.

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FENIX XCELL & PRIVATE ESTATE COLLECTION 2023

COLOR PALETTE



WHITE



LIGHT GREY



GRAPHITE



BLACK



NAVY



WEDGEWOOD



REGATTA BLUE



LIME GREEN



EMERALD GREEN



CRANBERRY



80'S PINK



FENIX XCELL & PRIVATE ESTATE COLLECTION 2023

OBAN



THIS WRINKLE-RESISTANT POLO IS PERFECT FOR LEISURE WEAR AS WELL AS GOLF. A SUBTLE HEATHERED EFFECT GIVES THE SHIRT A NICELY TEXTURED LOOK, WHILST THE SELF-FABRIC COLLAR GIVES IT A CASUAL FEEL. OBAN IS AN EXCELLENT CHOICE FOR OFF-THE-COURSE LEISUREWEAR.

FABRIC 100% MELANGE POLYESTER.



REGATTA BLUE



LIGHT GREY



GRAPHITE



NAVY





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PORTREE



THIS ADAPTATION OF OUR POPULAR OBAN POLO SHIRT BOASTS DUAL COLOR OPTIONS FOR THOSE LOOKING FOR A BIT OF FUN. THE WRINKLE-RESISTANT PORTREE POLO HAS A SUBTLE HEATHERED EFFECT AND A SELF-FABRIC COLLAR FOR A CASUAL FEEL. THIS POLO IS PERFECT FOR ANY OCCASION ON OR OFF THE COURSE.

FABRIC 100% MELANGE POLYESTER



GRAPHITE LIGHT GREY



GRAPHITE
LIGHT GREY



NAVY
REGATTA BLUE



NAVY REGATTA BLUE



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TIDEWATER



THE TIDEWATER POLO SHIRTS, FEATURING A MARINE THEME PATTERN, COME IN DUAL COLORS - THE SMART WEDGEWOOD AND EVER CLASSIC WHITE. WHILST MORE OF A GOLF AND LEISURE SHIRT, YOU ARE SURE TO MAKE A POSITIVE IMPRESSION EVEN IN A BUSINESS ENVIRONMENT. HIGH-PERFORMANCE FEATURES SUCH AS UV-PROTECTION, ODOR-CONTROL AND 4-WAY STRETCH ARE BUILT IN.

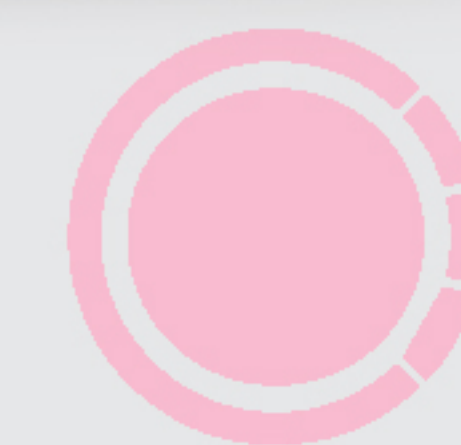
92% POLYESTER, 8% SPANDEX



WEDGEWOOD WHITE



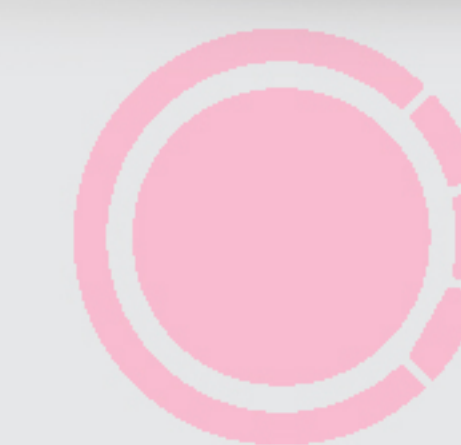
WHITE WEDGEWOOD



NAVY

PINK

NEW COLOR



PINK

NAVY

NEW COLOR

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SPELLO



TIME TO MIX UP YOUR WARDROBE WITH OUR NEW COLORFUL SPELLO POLO! COMING IN BASE COLORS OF NAVY OR WHITE, THESE FLORAL PATTERN POLOS ARE GREAT FOR LEISURE, TRAVEL OR GOLF. THE COLORS BLEND IN NICELY AND ARE CALM ON THE EYES WHILE STILL BEING OUTSTANDINGLY UNIQUE AND A PLEASURE TO LOOK AT. IF YOU WANT TO MAKE YOUR DAY SPECIAL, THIS IS YOUR SHIRT.

92% POLYESTER, 8% SPANDEX



WHITE WEDGEWOOD EMERALD GREEN

WHITE - WEDGEWOOD
EMERALD GREEN



NAVY WEDGEWOOD EMERALD GREEN

NAVY - WEDGEWOOD
EMERALD GREEN



NEW COLOR



WHITE WEDGEWOOD LIME GREEN NAVY

WHITE - WEDGEWOOD - LIMEGREEN - NAVY



NEW COLOR



WHITE WEDGEWOOD PINK NAVY

WHITE - WEDGEWOOD - PINK - NAVY



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LAHAINO



LAHAINO IS ANOTHER NEW FLORAL PRINT POLO, AVAILABLE IN 2 COLORS. CONSTRUCTED WITH OUR SIGNATURE POLY-SPANDEX FABRIC, YOU'LL BE GUARANTEED TO BE SEEN IN THIS SHIRT, WHICH REPELS SWEAT AND MOVES WITH YOUR BODY FOR SUPREME COMFORT AND PERFORMANCE. BEST PAIRED WITH A PAIR OF NEUTRAL FENIX XCELL PERFORMANCE TROUSERS OR SHORTS TO GIVE YOU A SHARP, MODERN LOOK.

92% POLYESTER, 8% SPANDEX



GRAPHITE WHITE 80'S PINK

GRAPHITE - WHITE
80'S PINK



WHITE LIME GREEN EMERALD GREEN

WHITE - LIME GREEN
EMERALD GREEN



WHITE WEDGEWOOD NAVY

WHITE - WEDGEWOOD- NAVY



REGATTA BLUE PINK NAVY WHITE

REGATTA BLUE - PINK

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NANTUCKET



A TRULY TIMELESS POLO SHIRT FOR ALL OCCASIONS, NANTUCKET IS OUR STOCK SOLID POLO MADE FROM LIGHTWEIGHT MICRO PIQUE FABRIC, OFFERING BREATHABILITY AND COMFORT IN WARM CONDITIONS. THIS CLASSIC LOOKING POLO SHIRT COMES WITH EXCEPTIONAL MOISTURE-WICKING AS STANDARD, UV PROTECTION, AND ODOR CONTROL, RESULTING IN A REFINED, SOPHISTICATED PRODUCT THAT YOU'LL FEEL COMFORTABLE IN EVEN AFTER YOUR ROUND.

94% POLYESTER, 6% SPANDEX



WHITE



NAVY



EMERALD GREEN



BLACK

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SCITUATE



IF YOU'RE INTO YOUR PRINTS, YOU'LL LOVE THIS STYLISH, SOPHISTICATED SHORT-SLEEVE POLO FEATURING A FINE PRINT OF DANCING SHAMROCKS! NAMED AFTER THE COASTAL TOWN IN MASSACHUSETTS - HOME TO ONE OF THE MOST FAMOUS ST PATRICK'S DAY PARADES IN THE WORLD - ANYONE WITH IRISH DESCENT WILL LOVE THIS NOD TO THE EMERALD ISLE.

91% POLYESTER, 9% SPANDEX



BLACK



EMERALD GREEN

BLACK-EMERALD GREEN



WHITE



NAVY

WHITE-NAVY



NAVY



80'S PINK

NAVY - 80'S PINK

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GULF SHORES



GULF SHORES FEATURES A FINE, HOUNDSTOOTH PRINT WHICH PROVIDES AN ELEGANT TEXTURE WHILST LOOKING SOLID FROM A DISTANCE. UNDERSTATED AND SOPHISTICATED, GULF SHORES IS THE PERFECT CHOICE FOR YOUR LEISURE TIME; COMFORTABLE ENOUGH FOR AN ACTIVE LIFESTYLE, WHILST REFINED ENOUGH TO PAIR WITH JEANS OR CHINOS FOR AN EVENING OUT.

91% POLYESTER, 9% SPANDEX



BLACK



WEDGEWOOD

BLACK - WEDGEWOOD



WHITE



BLACK

WHITE - BLACK



80'S PINK



NAVY

80'S PINK - NAVY

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CHARLESTON



IF YOU ARE INTO YOUR PRINTS, THE SOPHISTICATED DESIGN OF CHARLESTON, FEATURING A SUBLIMATION PRINT OF ALTERNATING CONTRASTING DOTS, IS THE PERFECT CHOICE FOR YOU. WITH ADDED SPANDEX GUARANTEEING EXCEPTIONAL PERFORMANCE ON THE GOLF COURSE, CHARLESTON ALSO COMES WITH FULL FUNCTIONALITY INCLUDING UV RESISTANCE, ODOR CONTROL, AND EASY CARE.

91% POLYESTER, 9% SPANDEX



WHITE NAVY WEDGEWOOD

WHITE
NAVY - WEDGEWOOD



EMERALD GREEN BLACK WHITE

EMERALD GREEN
BLACK - WHITE



NAVY PINK WHITE

NAVY
BLACK - WHITE



REGATTA BLUE NAVY WHITE

REGATTA BLUE
WHITE-NAVY

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PRIVATE ESTATE

DESIGNED IN AMERICA

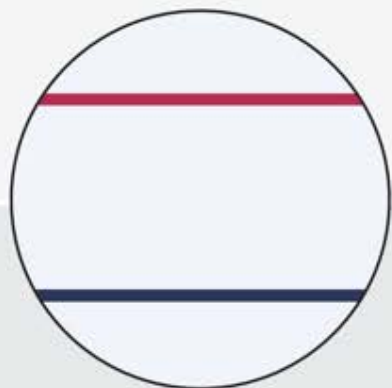
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LARGO



WORN BY AUSTRALIAN SCOTT HEND IN THE FINAL ROUND OF THE 2019 MAYBANK CHAMPIONSHIP, WHERE HE CAME THROUGH A PLAYOFF TO SECURE HIS 3RD EUROPEAN TOUR TITLE. LARGO OFFERS A PREMIUM ON COMFORT AND PERFORMANCE, FINISHED WITH A STUNNING COMBINATION OF CLASSIC COLORS AND FINE CONTRAST STRIPES. WITH THE PERFECT AMOUNT OF STRETCH TO ENABLE A FREE RANGE OF MOVEMENT, LARGO IS ALREADY ONE OF THE MOST POPULAR SHIRTS IN OUR RANGE DUE TO ITS ELEGANT LOOK AND EXCEPTIONAL VERSATILITY.

94% POLYESTER, 6% SPANDEX



WHITE



CRANBERRY



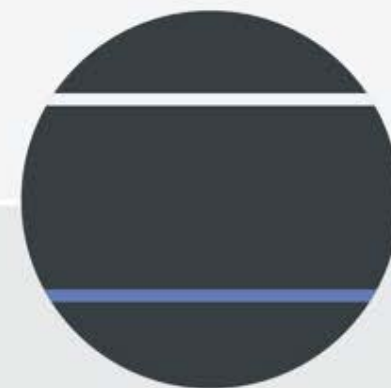
NAVY



WHITE



BLACK



BLACK



WEDGEWOOD



WHITE

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CARMEL JACKET



LOOKING FOR A BIT OF WARMTH? CARMEL IS A SOLID QUARTER-ZIP JACKET THAT IS THE PERFECT ACCOMPANIMENT TO OUR POLO SHIRTS WHEN THE TEMPERATURE DROPS. AVAILABLE IN SOLID WHITE OR NAVY, THIS PIECE COMES WITH AN ELASTIC WAISTBAND TO PREVENT YOUR SHIRT BENEATH FROM BEING EXPOSED, WHILST THE DELICATELY SOFT JERSEY FABRIC PROVIDES A LUXURIOUSLY COMFORTABLE FEEL. ADD CARMEL TO YOUR COLLECTION TODAY.

97% POLYESTER, 3% SPANDEX



NAVY



NAVY



BLACK



BLACK

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CARMEL VEST



CARMEL IS A SOLID QUARTER-ZIP JACKET THAT IS THE PERFECT ACCOMPANIMENT TO OUR POLO SHIRTS WHEN THE TEMPERATURE DROPS. AVAILABLE IN SOLID WHITE OR NAVY, THIS PIECE COMES WITH AN ELASTIC WAISTBAND TO PREVENT YOUR SHIRT BENEATH FROM BEING EXPOSED, WHILST THE DELICATELY SOFT JERSEY FABRIC PROVIDES A LUXURIOUSLY COMFORTABLE FEEL.

97% POLYESTER, 3% SPANDEX



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PERFORMANCE TROUSERS



THESE TROUSERS ARE MADE FOR COMFORT AND PERFORMANCE IN MIND, WITH THE ADDITION OF 10% SPANDEX OFFERING THE STRETCH YOU NEED FOR A FULL RANGE OF MOVEMENT. OUR SPANDEX WAISTBAND FITS COMFORTABLY TO YOUR BODY AND ALLOWS FOR FLUCTUATIONS TO THE WAISTLINE THAT WE ARE ALL PRONE TO.

FABRIC 88% RECYCLE POLYESTER 12% SPANDEX



GRAPHITE



BLACK



GREY



NAVY



FENIX XCELL & PRIVATE ESTATE COLLECTION 2023

PERFORMANCE SHORTS



This fantastic new poly-spandex is quick drying and wrinkle resistant; perfect for hot conditions and for saving you the hassle of ironing. We've also added a new elastic waistband for added comfort, along with a lining on the inside to make sure your shirt stays firmly tucked even when you want to swing extra hard.

FABRIC 88% RECYCLE POLYESTER 12% SPANDEX



GRAPHITE



BLACK



GREY



NAVY

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FENIX XCELL & PRIVATE ESTATE COLLECTION 2023

SUBLIMATED SHORTS



This fantastic new poly-spandex is quick drying and wrinkle resistant; perfect for hot conditions and for saving you the hassle of ironing. We've also added a new elastic waistband for added comfort, along with a lining on the inside to make sure your shirt stays firmly tucked even when you want to swing extra hard.

100% POLYESTER, FOUR WAY STRETCH

SCITUATE



WHITE / NAVY



TIDEWATER



REGATTA BLUE / WHITE



TIDEWATER



WHITE / REGATTA BLUE





FENIX XCELL & PRIVATE ESTATE COLLECTION 2023

TOUR PERFORMANCE CAP



BLACK



NAVY



WHITE

Complete your look with the Fenix XCell Tour Performance Golf Caps, the perfect versatile accessory for sports and everyday outdoor activities. Moisture-wicking and fast-drying properties help to repel heat so you can maintain a cool head in hot conditions or during intense exercise.

The stretchy headband and adjustable Velcro strap make it easy to shape and fit the cap comfortably to your head, while the pre-curved visor helps to maintain its shape over time.

93% POLYESTER 7% ELASTANE



BLACK



NAVY



WHITE



FENIX XCELL & PRIVATE ESTATE COLLECTION 2023

ULTRA LITE MESH CAP

Complete your look with the Fenix XCell Ultra-Lite Mesh Caps, the perfect versatile accessory for sports and everyday outdoor activities. Finely perforated back and side panels help to release heat, whilst the holes are small enough to keep out the sun's rays. If you're looking for cooling and ventilation for high-performance, this cap will help you to maintain a cool head in hot conditions or during intense exercise. The stretchy headband and adjustable

Velcro strap make it easy to shape and fit the cap comfortably to your head, while the pre-curved visor helps to maintain its shape over time.

MELANGE POLYESTER



COOL BLUE



GRAPHITE



COOL BLUE



GRAPHITE



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FX ADJUSTABLE STRETCH BELT

PUT THE FINISHING TOUCH TO YOUR OUTFIT WITH THESE ADJUSTABLE STRETCH BELTS WITH AN EMBOSSED FX LOGO ON THE BUCKLE.

NYLON / ADJUSTABLE (CUT TO LENGTH)



NAVY



LIGHT GREY



BLACK

SIZE SPEC BODY SIZE



LADIES
POLO SHIRT

MAN POLO SHIRT

SIZE GUIDE
EU SIZE
IN INCHES

MEN	XS	S	M	L	XL	XXL	XXXL
PRODUCT SIZE	36	39	42	45	48	51	55
CHEST	32-34	35-37	38-40	41-43	44-46	47-50	51-54
LENGTH	26	27.5	29	30.5	31.5	32.5	34

LADIES POLO SHIRT

SIZE GUIDE
ASIAN SIZE
IN INCHES

LADIES	XS	S	M	L	XL	XXL	XXXL
PRODUCT SIZE	32	34	36	38	40	42	44
CHEST	28-30	30-32	32-34	34-36	36-38	38-40	40-42
LENGTH	22	23	24	25	26	27	28
WAIST	24	26	28	30	32	34	36

HOW TO MEASURE

CHEST: PLACE THE TAPE MEASURE UNDER YOUR ARMS AT THE FULLEST PART OF YOUR CHEST, WRAP AROUND YOUR BODY UNTIL YOUR FINGERS MEET AND MARK THE MEASUREMENT.

WAIST: BEND TO ONE SIDE TO FIND THE NATURAL CREASE IN YOUR WAISTLINE.

FENIX ^{xCell}

PRIVATE ESTATE

DESIGNED IN AMERICA

MEN : EUROPEAN SPEC, REGULAR FIT.

WE HAVE REVISED OUR MENS SIZING. IF YOU ARE A RETURNING CUSTOMER, PLEASE MAKE SURE TO CROSS-CHECK WITH YOUR OLD SIZE

LADIES : ASIAN SPEC, ATHLETIC FIT.

THESE SIZES HAVE NOT CHANGED FROM PREVIOUS COLLECTIONS.

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