

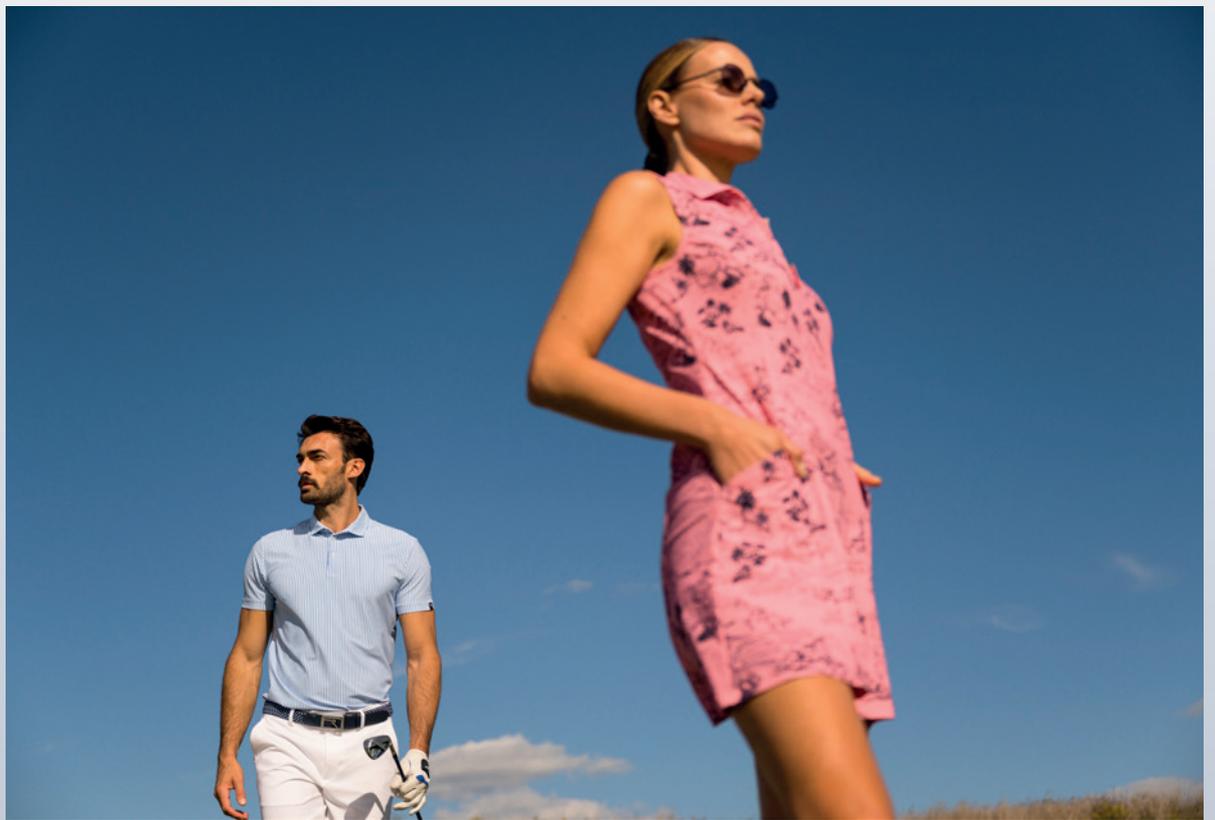
CHERVÓ



Spring Summer 2026

The Shape of Summer





The **Spring–Summer 2026 Collection** redefines the language of modern golfwear, where movement becomes form, and performance is elevated by Italian design.

Entitled **The Shape of Summer**, SS26 explores the rhythm of the game through three distinct chapters: **Foundation – Linea Pura**, **Expression – Segno Moderno**, and **Competition – Gioco Audace**, each capturing a different attitude within the evolving culture of golf.

From clean silhouettes and Riviera-inspired tones to sculpted proportions and bold graphic identities, the collection balances essential elegance with contemporary energy. Lightweight, breathable fabrics and advanced stretch constructions ensure freedom of movement, while technical protection remains seamlessly integrated.

Rooted in heritage yet shaped for today, every piece transitions naturally from course to clubhouse, designed for those who play with precision and live with style.

STORY BEHIND THE COLLECTION



FOUNDATION

Linea Pura

Foundation represents the pure essence of Chervò. Timeless silhouettes and refined proportions define a wardrobe built on balance and restraint. Inspired by Mediterranean light and Italian tailoring, the palette moves through soft blues, neutrals, and Riviera tones. Exclusive fabrics and lightweight constructions ensure effortless performance. Essential, enduring, unmistakably elegant.



ALISSA 13G / GALA 100 / BUNS 060A / BLANKO 7008



ARMAS 13G / SOMBRERO 100 / BABEL 599



MAN: ASTOR 5006 / SOMBRERO 100 / BABEL 599 / XMAN 100
LADY: TRISHA 201E / GALA 100 / VALENTINO 100 / BABEL 100 / BRINA 100



NUBILE 100 / JEMMA 599

ITALIAN FABRICS



NOVIZIA 100



NUBE 599

Soft knits with a cashmere blend define the refined softness of the Spring/Summer 2026 Collection. Crafted in Italy, these elevated yarns combine natural lightness with technical precision, offering breathability, stretch, and a smooth hand feel. Lightweight piqué jerseys and advanced performance fabrics complete the story, balancing structure and comfort with effortless movement. From UV-protective surfaces to moisture-management technology, every textile is engineered to perform quietly beneath the silhouette. Italian fabric expertise, designed for the game.



TIMELESS TOGETHER

Style, movement, and shared identity, designed for two. Chervò continues its tradition of coordinated looks for him and for her, where balanced silhouettes meet technical precision. This season, lightweight fabrics, breathable construction, and harmonized color stories create effortless alignment on and off the course. From first tee to late afternoon light, SS26 moves forward, together.





NANA 5006 / GARCIA 4009





LADY: ADVICE 100 / SWAMI 208E / WIOLETTE 199E / BRIDGET 599
MAN: ATHOS 599 / SAHARA 105F / BABEL 599

EXPRESSION

Segno Moderno

Expression reveals the bold side of Chervò. Print becomes identity, texture becomes attitude, and form becomes signature. Inspired by nature's instinct and strength, the palette moves through deep, grounded tones. Lightweight technical fabrics follow the body with precision. Modern, expressive, unapologetically individual.



VORACE 199E / WIOLETTE 199E / XAREN 100 / BRINA 100



LUCIANA 101A / SUZETTE 4009 / BABEL 100



VICE 668 / OTYTUS 999 / BRIDGET 449



PARIGI 100 / TRISTANA 100 / JINGLE 4009 / BRINA 100



PLAISIR 668 / ABIR 668 / GINSENG 101F / BRINA 668

Confident Feminine Energy

Silhouettes that enhance movement and celebrate the natural shape of the body. Refined cuts and elevated waistlines express femininity with strength and allure. Defined, poised, and unmistakably confident.



VERNISSAGE 668 / OTYTUS 999

MODERN HERITAGE REFINED



NOVAYA 4009 / ATTIVA 100 / SASSETTO 4008



MINNEAPOLIS 599 / LAMBERTO 668 / SERAFINO 4009 / BABEL 599

Classic golf codes are reimagined through a contemporary lens. SS26 blends vintage inspiration with clean silhouettes and elevated proportions, redefining timeless style for today's game. Performance remains essential: Dry-Matic fabrics ensure constant breathability and moisture control, while Sun-Block technology provides reliable UV protection under summer light. Refined details, technical precision, and effortless confidence — golf, modernized.



ANGOLO 100F / GARCIA 4009 / OTYTUS 999 / BABEL 599



ATHOS 599 / SAHARA 105F / BABEL 599 / XMAN 100

MATERA 599 / LUCIANA 200E / JIUJITSU 200E / VALENTINO 100 /
BRINA 100



COMPETITION

Gioco Audace

Competition embodies the competitive soul of Chervò. Aerodynamic cuts, bold graphics, and racing accents define a focused, high-impact attitude. Inspired by Team Chervò, the palette moves through primary hues with confident clarity. Advanced performance fabrics ensure protection, mobility, and breathability under pressure. Sharp, technical, built to compete.



ARTISTICA 103A / SCOZZESE 599 / BAJOR 599

CONFIDENCE IN MOTION



PAULETTE 599 / LUCIANA 100A / JELLY 817 / BAJOR 100 / BRONZO 100

Focused. Fearless.

Competition is presence before performance. It's the quiet certainty you carry onto the course and the strength behind every swing. Boldness becomes composure, precision becomes power. Character is revealed under pressure — not through noise, but through control. This is confidence, played with intention.







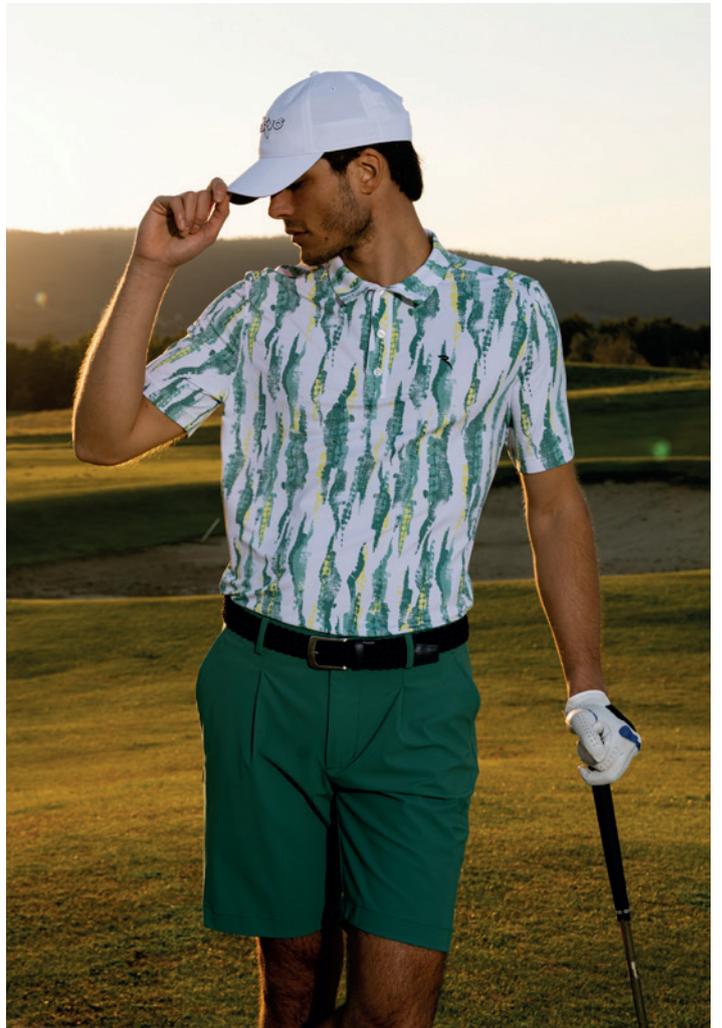
MALLOPPO 692 / ARTISTICA 103F / GAVETTA 692 / XMAN 100



AMUR 692 / JIUJITSU 102F / BRINA 100



ASTOR 100



TECHNOLOGIES



Water and windproof thanks to the high-end tech garment construction, taped seams and laminated-plus membrane with a water column performance of about 20,000 mm h2O. Water-repellency due its durable finish. Fully breathable with a hydrophilic membrane with values of about 20,000 g/sqm per 24h. Soft and noiseless thanks to the use of micro-fibres and special membrane manufacturing technology. Easy care.



Wind-lock® garments allow maximum comfort and protection in outdoor sporting activities in cold and windy weather conditions. Garments are made from special windproof fabrics and feature either linings with elastic membranes or ultra-compact external weaving to keep the wind and the cold out. Fitting is expressly designed to ensure maximum freedom of movement.



The special construction of the fibres and fabric's intrinsic voluminosity give the items an extremely high thermal insulation capacity distinguished by the PROTHERM® trademark. These new textiles offer the benefit of combining the highest thermal insulation with the lowest fabric weight and thickness. This ensures lightness, limited overall dimensions and maximum freedom of movement for enhanced sporting performance.



High-performance durable – protective finishing which repels water and stains. The protective finishing is invisible, breathable, and protects and extends fabric life. A cool iron and tumble drying will not damage the performance values. This garment is CFC Free and dermatologically tested.



Dry-matic fabrics are constructed with screw-like structured polyamidemicrofibres with a special finish making them quickdrying and extremely breathable. They ensure constant freshness in heat and quick-dry protection if caught in the rain. In order to preserve the performance properties wash in lukewarm water.



Comfort garments are made with the latest stretch fibres ensuring total freedom of movement. Garments are designed to fit perfectly to the body allowing harmonious athletic movement and flexibility.



All in one performance: wind and rain resistant, extremely breathable, thermal insulation, comfortstretch, soft and lightweight. Body shaped.



Outstanding protection against harmful UV rays thanks to the innovative titanium sun-block filter. The two-sided construction of the fabric creates a draining effect which allows perspiration and water to dry more rapidly.



Garments padded with silky touch and light-weight synthetic flakes, providing features comparable to down filling. Easy care, hygienic, heat retaining and ecological: happy goose = happy consumer.



Stretch fabrics are highly resistant and extremely flexible: Uni-directional horizontal stretch for 2-way products, and bidirectional horizontal and vertical stretch for 4-way products.

TEAM CHERVÒ

Driven by Passion. United by Precision.

From the first tee under summer light to the final putt in rising heat, the athletes of Team Chervò embody the essence of the Spring Summer 2026 Collection: confidence, performance, and an unwavering dedication to the game.

Matteo Manassero, Alessandra Fanali, Gregorio De Leo, Alexandra Försterling, Francesco Laporta, Andrea Pavan, Jenny Shin, and Emma Spitz — each player brings their own story, talent, and determination to the course. Together, they represent a shared vision: precision in every movement, bold character, and the evolving spirit of modern golf.

This is Team Chervò. Where tradition meets innovation. Where passion meets purpose.



VICE 668

ALESSANDRA FANALI



ASPARAGO 599 / SCOTCH 100 / BAJOR 599

MATTEO MANASSERO



ARTISTICA 205E / SHIRANE 5007 / BAJOR 599

GREGORIO DE LEO



ARTISITICA 103A / SCOZZESE 599 / BAJOR 599

ARTISITICA 204E / SHIRANE 5007 / BABEL 599



ROYAL GOLF LA BAGNAIA



Thanks to

Chervò would like to extend its sincere thanks to Royal Golf La Bagnaia for hosting the Spring Summer 2026 campaign.

Set within the timeless Tuscan landscape, the course's refined architecture and natural harmony provided the perfect backdrop to express The Shape of Summer.

A setting where tradition, design, and performance meet — just like the game itself.

Worldwide Distribution

Austria, Belgium, Bulgaria, Canada, China, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Finland, France, Germany, Great Britain, Greece, Hong Kong, Iceland, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, Laos, Latvia, Lithuania, Luxembourg, Macau, Mauritius, Morocco, Netherlands, Poland, Portugal, Russian Federation, Slovakia, Slovenia, Spain, Switzerland, Tunisia, Turkey, United Arab Emirates, United States of America, Vietnam.



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