



## **Swag Golf and Bryson DeChambeau Join Forces in New Partnership**

NORTHBROOK, Ill. - APRIL 3, 2026 - Swag Golf, the boundary-pushing golf lifestyle brand, today announced a landmark partnership with **Bryson DeChambeau** – professional golfer, innovator and one of the most captivating and compelling figures in modern sports.

Under this partnership, Swag and DeChambeau will team up to design head covers that marry DeChambeau’s relentless, unfiltered approach to the game with the unapologetically bold aesthetic that defines the Swag brand. The two will also co-create content across social and digital channels.

“This is a collision of forces that refuse to play by the old rules — not a traditional endorsement,” said Griffin Glatt, CRO of Swag Golf. “Swag customers are rewriting the rules of the game’s culture, and so is Bryson. This is a natural alignment, and we can’t wait for the first drop.”

"I've always wanted to work with people who are at the top of their craft and aren't afraid to push boundaries. Swag is leading the game in quality and design, and they do it with a personality that matches mine. This partnership just makes sense." said DeChambeau.

### **About Swag Golf**

Headquartered in Northbrook, Ill., SWAG Golf has produced unparalleled headcovers, precision-made putters, bespoke accessories and quality apparel since its inception in 2018. With a Don’t Give A Putt™ attitude, SWAG Golf has built a reputation as one of the most sought-after companies in the golf space. With a typical sell-out time of mere minutes, SWAG has a loyal following and continues to expand its presence in the golf community and beyond. The company has several high-profile partnerships including The United States Ryder Cup Team, Instagram sensation Paige Spiranac, MLB Hall of Famer Ken Griffey Jr., 3X World Series Champion Jon Lester and, most recently, 4Aces which features two-time major champion Dustin Johnson. At [swaggolf.com](http://swaggolf.com), fans can also get their favorite Officially Licensed MLB, NFL, NHL, and Ryder Cup headcovers. For the latest product releases follow at [@SwagGolfCo](https://www.instagram.com/SwagGolfCo) on Instagram, Facebook and X.