

2021

WHIM
FW21 LOOK-BOOK

WHIM GOLF

Warm Up,

People find solace in preparation, in warm ups. These routines, no two alike, prepare an individual's mind and body for an upcoming activity. Professional athletes warm up before they play. You might warm up for 5 minutes first thing in the morning. Warm ups connect everyone through their individuality. And these personal nuances unravel the spiritual nature of preparation and sports. More so, warm up routines highlight the spiritual overlap between sports and everyday life.

Our goal with Whim Golf is to explore this connection between sports and everyday life. Golf teaches you that the best things happen when you pay full attention to the moment. This valuable knowledge can be life changing. It positions attention as currency to spend at any moment, and it's the most valuable thing you can give to someone, including yourself.

The concept of the warm up felt especially relevant to us as we designed Whim Golf FW21, our second collection. We reflected on the 19 years of friendship and 2 years of partnership that have led up to this point. We realized we had warmed up for two decades to play the rest of our lives. This work isn't a metaphor for life; it is life.

Peace,
Colin & Will

WHIM GOLF
FW21 LOOK-BOOK





WG-FW21-14



WG-FW21-37



WG-FW21-23



WG-FW21-03





WG-FW21-34



WG-FW21-05



WG-FW21-22



WG-FW21-07



WG-FW21-11



FOR
PEOPLE
WHO



WG-FW21-30

MIGHT
LIKE
GOLF.



WG-FW21-29



WG-FW21-33



WG-FW21-12



WG-FW21-04





WG-FW21-32



WG-FW21-31

JUST
HAPPY
TO BE
OUT
HERE.



WG-FW21-19



WG-FW21-17





WG-FW21-20

WG-FW21-09

WG-FW21-02

WG-FW21-42



KEEP
YOUR
HEAD
DOWN

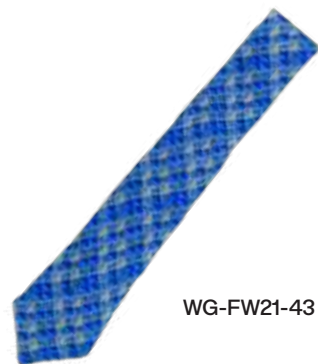
&
WATCH
THE
BALL!



WG-FW21-41



WG-FW21-16



WG-FW21-43



WG-FW21-28



WG-FW21-06





THANK YOU