

# Girls Got Swing gets women fashionably to tee on time

By SUE REID

Golf season is fast approaching, and Irene Dooley at Girls Got Swing in Beachcliff Market Square wants to inspire you.

Whether it is with Walter Genuin Italian leather golf shoes, top-of-the-line Cutler golf bags in giraffe print or turquoise or fine apparel from a variety of innovative designers, Ms. Dooley loves giving women golfers a choice.

She is also providing them an experience.

"In this world of online mechanical shopping, we're bringing back the personal attention aspect," she said. That includes the tactile side of feeling the quality of the fabrics she offers and seeing the options for a variety of different tastes and body types.

Whether it's a golf dress or skort from such designers as Tail Activewear, NIVO, or Daily Sports, or a more mainstream ensemble by Izod, Girls Got Swing has it all, from head to toe. Shoes available at the boutique include established brands such as TipTeeToe, with swing-enhancing colorful wedge design, or Dawgs, which are extremely lightweight and designed for long wearing comfort.

There is also fine outerwear at Girls Got Swing, featuring brands

like Sunice, and ProQuip, this year's Ryder Cup's solution to waterproof outerwear. Tan-through gloves from Evertan come in a variety of animal prints, tweed, dots and more. Women may want to match their golf bag to their handbag, and you can do that too, with offerings by Spartina, 449, featuring leather and linen handbags and golf and tee pouches.

At Girls Got Swing, the plethora of women's golf apparel, accessories, footwear and gifts are appropriate both on and off the golf course. An example is the OKAb "Apres" golf sandals, which come in colorful and fun styles, or the Spartina bag with its resort look, perfect for those who travel to golf.

Then there is the sassy western hat with embellishments by Flora Bella, completing any look, or the woven visors from Scala for the female golfer tired of the baseball hat and more typical visor or ball cap.

Bottom line - women are loving the fact that fashion and golf have come together, and they can do what they love and look their best doing it. As her store's boutique atmosphere makes clear, Ms. Dooley has a commitment to quality and to the female golfer.

"It's no secret golf is a male-dominated sport," she said. "But that's changing rapidly." Ms. Dooley said that golf products that



Women golfers will find apparel, accessories and more at Girls Got Swing in Rocky River  
(Photographs by Sue Reid)

cater to women are under-represented in this market. Customers at Girls Got Swing have a vast array of stylish merchandise from which to choose.

Trends this season include a nod to animal prints and colorful patterns, both of which Ms. Dooley was excited to bring to her store from the 2011 PGA show in Orlando. Designers are also choosing bright colors this season, including amethyst and touches of chartreuse. For the bling in all of us, there is apparel by such designers as Sport Haley with crystal-embellished buttons. Complete that with a crystal stroke counter by Navika or Swarovski crystal ball marker clips and necklaces, and you will shine!

"Dressing for success isn't limited to the office," Ms. Dooley said.

"Every woman knows looking your best boosts confidence."

"Today's golf apparel is designed to be both fashionable and comfortable," she said. Women golfers don't want to blend.

"They want to stand out," she said. "Women love a statement piece." Looking your best on the course boosts confidence, Ms. Dooley has come to learn. "Look good, play well" is a mantra in her book.

Girls Got Swing boasts the fact that it is the only store of its kind catering just to female golfers between here and Pittsburgh. The comment Ms. Dooley hears most from women who shop at her store: "It's about time!"

For more information call 440.333.3377 or visit [www.girlsgotswing.com](http://www.girlsgotswing.com)

*West Side Story*