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The Ladies Of Spring

The smell of freshly cut grass, the gentle breeze through trees slowly coming to life with a new head of foliage, the clearing of the skies to reveal a forgotten blue – these are the signs of spring. With this most welcomed of seasons also comes new lines of golf fashion. This year has seen a

rise in the number of labels targeted at the sporty lady set. The trend is towards a more casual, comfortable design that can be worn directly from a business meeting to the course without missing a beat.

Lala Designs

Lala Designs' "Lounge meets links" motto pretty much explains their rationale. The emphasis is on fashion and functionality here. Lala uses eco-friendly and organic fabrics as a foundation for its garments, reflecting the company's commitment to social responsibility (through a relationship with CAMFED, a prominent UK based charity that provides positive opportunities to women in rural Africa). "We're a socially conscious company," admits Tina Holer, founder of Lala Design. "I like classic lines which are applicable to today's women's lifestyles. And we use natural products like organic cotton, hemp and even bamboo for our lines."