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a) Bert LaMar with one of the shirts from his iliac golf line of apparel and accessories (photo courtesy of iliac golf); b) LaMar made the cover of TransWorld Snowboarding magazine during his competitive career (photo courtesy of TransWorld Snowboarding).



iliac golf Sets The Style on the Green

Written by Rachel LaMar

Bert LaMar's iliac golf is quickly becoming one of the most recognized high-end clothing and accessory lines in golf, with headquarters and a store right here in Carlsbad. Founder/designer Bert LaMar, a past skateboard champion, two-time World Cup freestyle snowboarder and +2 tournament golfer, focuses on quality in design and function, as well as exclusivity and building strong relationships with players and top clubs worldwide, from St. Andrews to Cypress.

The iliac mantra, "Rich in Tradition," captures the importance of tradition in the game of golf, while also focusing on the demands and performance of today's players. Products range from shirts and pants to club head covers, rain suits, belts, bags, hats and travel accessories and are made in the United States. With sports roots as an owner of two snowboard companies plus a design background, LaMar personally creates and tests each piece in the line.

The company's products are used by more than 70 PGA Tour players and are positioned to hit the LPGA Tour. The dedicated international fan base is passionate about iliac, and can purchase new and limited-edition products when they debut online. Fans also like iliac's social media presence, which allows them to communicate directly with LaMar and share their ideas.

You can shop the complete line on the interactive store website at iliacgolf.com or at select clubs worldwide. To visit the Carlsbad store, check the website or call 760.310.9465 for hours and directions.