

Why Choose Imperial?



Market Leader

Since 1916, Imperial has been the #1 headwear brand for private and resort golf facilities for eight consecutive years, as voted by the Association of Golf Merchandisers (AGM). Recognized as a leading headwear brand in both retail and corporate channels, Imperial holds a commanding position with over 40% of the golf headwear market share. Imperial is found at all Top 100 golf courses and over 70% of the Top 400, with a presence on the grandest stages like the U.S. Open, Ryder Cup, PGA Championship, and Major League Pickleball—earning the trust of the best!



Legacy Of Innovation

We have been trusted by golf's elite since 1916, and have been at the forefront of innovation, creating iconic hats like the Tour Visor and the first adjustable hat. While Imperial is synonymous with golf, our legacy extends far beyond that. Our longstanding partnerships with luxury brands and multinational companies are a testament to the brand's reputation for producing premium headwear.



Industry Growth

As a result of remarkable success in the greengrass channel, Imperial has harnessed that momentum to fuel expansion into new markets. This strategic growth has led to an influx of customers across multiple platforms, creating a ripple effect that drives even greater demand. By capitalizing on the brand's established reputation and loyal following, Imperial is now seeing substantial growth across multiple channels, elevating its presence as a lifestyle brand and solidifying its position in the market.



Commitment To Excellence

Imperial's dedication to excellence is evident in every stitch. For over a century, we've combined premium materials, meticulous craftsmanship, and a passion for innovation to create headwear that stands the test of time. Imperial's designs ensure unparalleled comfort and performance for professionals and amateurs alike, from high-fashion collaborations with Tommy Hilfiger, Peter Millar and Rhoback to global sportswear companies like NIKE, adidas and Perfect Game.

Join the ranks of the most prestigious organizations and discerning individuals who choose Imperial. Experience the difference of superior quality, unmatched fit, and exceptional service. #BESTFIT #THEIMPERIALIFE