



Competition for new golf shoes in 2024

Golf shoe brands are releasing new 2024 products in time for the opening of the season, stimulating amateur golfers' desire for the round. [안전 토토사이트](#)

FJ (Footjoy), which is proud to be the world's best golf shoes with 160 years of history, has launched a new product "PRO/SLX" with advanced technology, and Descent Golf, which has worked hard on researching Koreans' feet, has introduced new shoe-type "Proclassics" and 2024 "R90" products for the first time.

Footjoy recently held a showcase to commemorate the launch of its new product and introduced PRO/SLX, nicknamed "Im Sung-jae Golf shoes." The new product is a golf shoe with excellent repulsion and cushioning, which has evolved into a successor to "PRO/SL," which has received the most choices from tour players since its launch in 2016 and ranked No. 1 in global sales. Lim Sung-jae, who is active in the PGA Tour, has been nicknamed this as an anecdote that he has been wearing only the previous model for several years and has changed without delay after encountering the new product.

Footjoy said, "With the application of Power Trax system technology to help golfers swing, the product provides improved grip and repulsion, and provides overwhelming stability and comfort with carefully selected materials and technology just for golf." A modern design and appearance that fits the trend of the times are essential.

There are a total of six men's golf shoes of PRO/SLX, including the basic model "PRO/SLX BoA (3 types)" and the "PRO/SLX Carbon BoA (3 types)" with carbon plate materials, and women's golf shoes were released as the basic model BoA (3 types).

Descent Golf held a showcase in Gwanghwamun, Seoul on the 6th and declared strengthening golf shoes marketing along with product introduction that gathered research results from Descente Innovation Studio Complex, which opened in Busan in 2018.

The institute has secured a database of some 2,200 Korean footwear types and has applied the data obtained through research and testing to golf shoes. With this, Descent Golf launched its first golf shoe R90 tailored to Korean feet in 2021, followed by Descent Golf Condor with carbon plate inserted in the middle of the midsole in 2023, and Pro Classic with classic shoe

design this year. Among them, the bestseller R90 has become a trend in golf just three years since its launch, with cumulative sales reaching 51,700 units, according to Descent. R90 focused on fit for Korean footwear in the golf shoe market, which focused only on grip.

Introducing the 2024 R90 and this year's "Proclassics," Daisuke Furuya, head of the Descente shoe research center, presented his sincere feelings about golf shoes. Professional players such as Ham Hae-woo, Lee Jae-kyung and Jung Chan-min, who wear descent golf shoes, were also present at the showcase.