



G/FORE

G/FORE ANNOUNCES SCOTT RUERUP AS CEO

IMMEDIATE RELEASE – September 2026 – G/FORE, a leading luxury golf and lifestyle brand, has announced Scott Ruerup as Chief Executive Officer effective January 2026. Scott Ruerup reports to Scott Mahoney, CEO of Peter Millar.

A graduate of the Savannah College of Art and Design, Scott began his career at Oxxford Clothes before joining Peter Millar in 2011 as Vice President and later President. During his tenure, he played a pivotal role in the company's significant expansion, helping transform Peter Millar into one of the premier luxury apparel brands.

"I am excited to be stepping into this role as CEO of G/FORE, working closely alongside Scott Mahoney and the amazing team at G/FORE," said Scott Ruerup.

"For more than a decade, Scott has been an integral part of the Peter Millar team, demonstrating a profound understanding of our business, customers, and culture," said Scott Mahoney. "Under his leadership, G/FORE will continue building upon its position as a leader in high-performance, fashion-forward golf footwear and apparel, expanding into a broader premium lifestyle brand."

In this new role, Scott will oversee G/FORE's global business strategy and operations, with a focus on accelerating sustainable growth, strengthening brand equity, and expanding the brand's position within the Richemont portfolio through continued product innovation and exceptional consumer experiences.

.ABOUT G/FORE: G/FORE was born from a passion for modern design and a love of golf. Inspired by art, architecture and high fashion, the brand is known for its distinctive approach to the game, blending sophisticated style, premium materials and meticulous attention to detail with performance-driven innovation. With a commitment to making a bold and colorful impact on its favorite sport, G/FORE continues to push the boundaries of golf while honoring its rich traditions.

Founded in 2011, G/FORE is a leading innovator in golf footwear, apparel and accessories for men and women. G/FORE products are available at [G/FORE](#), as well as at the brand's boutiques in Beverly Hills, New York City, Palm Beach and Scottsdale, and through specialty retailers and premier golf pro shops in more than 35 countries.

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