

530 Los Angeles Ave #115-233
Moorpark, CA 93021

Tel 805 529 3700
full-throttlecom.com

Contact: Jonina Costello / jcostello@full-throttlecom.com
Jason Bear / jbear@full-throttlecom.com
Phone: (805) 529-3700

DSG OUTERWEAR INTRODUCES NEW AVA 2.0 SOFTSHELL HUNTING JACKET AND PANTS SET

Comfort, Silence and Scent Control Combine for the Ultimate Hunting Apparel Set for Women

Madison, WI – DSG Outerwear, makers of the most technical, high performance and size-inclusive hunting apparel for women, is proud to announce its newest introduction for avid female hunters, the new AVA 2.0 Softshell Hunting Jacket and Pants set. Available in sizes petite to plus, the new jacket and pants incorporate the latest fabric technology and an incredible marriage of form and function to keep you warm, silent, and prepared in the field.

The new Ava 2.0 Softshell Hunting Jacket and Pants have it all. Both are crafted with an ultra-soft and super-silent micro-tricot outer layer, which shrugs off water like a duck. The outer layer is bonded to a micro fleece inner layer, which creates a windproof inner barrier to keep you warm. To help keep the most cautious game off your radar, both jacket and pants also incorporate Agion Active® XL dual-action scent control, which combats odor and neutralizes your scent.

The new Ava 2.0 Softshell Hunting Jacket features an adjustable and removable hood, plus adjustable cuffs, making the jacket truly customizable to each hunter's needs. The low-profile jacket is also silent and perfect for layering and movement. The new Ava 2.0 Softshell Hunting Pants incorporate an adjustable inseam (32.5" to 28.5") to provide a perfectly tailored fit. A larger cargo-style pocket is conveniently located on the upper thigh for easy access to lightweight gear. Plus, a smaller back pocket is also available for additional storage.

Both the jacket and pants are available in either Realtree Edge® or True Timber Strata camo in sizes XXS-5XL, so it's a perfect fit for any hunt and any hunter.

About DSG Outerwear

DSG Outerwear was conceived in 2010 by Wendy Gavinski after many years of personal frustration with the limited selection of women's outerwear for active outdoor lifestyles. The goal – create a line of clothing and gear that meets the need for a functional and feminine fit, including plus sizes. The company produces a wide range of clothing options for hunting, fishing, ice fishing and snowmobiling. DSG Outerwear uses the highest quality materials and components built by designers and production specialists with over 40 years of experience in making quality outerwear. The company produces everything from highly functional performance layering pieces to insulated jackets, bibs, pants footwear and accessories that are perfect for all types of outdoor activities, even in the coldest weather. Women's outerwear designed by women to fit women of all shapes and sizes and built to perform.

Learn more at www.DSGOuterwear.com.



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