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## **PRÓIS® HUNTING & FIELD APPAREL LAUNCHES PROIS CUMBRE™ BY VEIL® CAMO**

### **Introducing the First Camo Pattern Exclusive to Próis and the Female Hunting Industry**

Gunnison, CO — Próis® Hunting & Field Apparel, manufacturers of the most technical, high-performance hunting apparel for women, is proud to announce the launch of Próis Cumbre™ by Veil® Camo – the first ever camo pattern designed exclusively for women hunters by women hunters.

When it comes to the highest functioning, best fitting hunting apparel for women, Próis is the top choice among avid female hunters. Since day one, the company has remained steadfast in its commitment to creating technical apparel specifically designed to meet the performance needs of die-hard female hunters with no frills and all function — and a camo pattern that provides the best concealment advantage is no exception. This is exactly why the company worked side-by-side with Veil® Camo on the design process to create an innovative pattern that provides optimal concealment, exclusively for women who hunt hard.

“It has long been the vision of Próis to strategize with Veil to create a camouflage that is specific to women only,” says Kirstie Pike, CEO of Próis Hunting & Field Apparel. “It is our belief that female hunters do not need to be identified by pink, purple and turquoise accents and embroidery. The Cumbre pattern was developed on these principles, to offer women their own, identifiable camouflage pattern that is scientific, effective and functional. Welcome to the new frontier for female hunters- Veil-Cumbre camouflage with Prois. For women, by women.”

Próis has been heavily involved in the design process of the new Cumbre pattern, working closely with Veil® Camo to create a pattern with a diverse western landscape in mind, while also utilizing colorations that provide excellent concealment in all regions. The company also plans to offer sub-licensing opportunities to fellow manufacturers.

So, what makes Cumbre THE camouflage for women? Veil-Cumbre contains both macro disruption and textural disruption strategies that come together in one of the most aggressive, high functioning and visually distinctive patterns available. The color palette is a careful combination of tones pulled directly from the environment and used in a calculated balance that ensures maximum performance. The blends of browns, grays, greens and tans are carefully synchronized to create disruption that works in open space as well as deep timber. Cumbre stands for “above the rest”..and it is THE ideal camouflage for serious female hunters that demand a new level of performance from their concealment strategy.

#### *About Próis Hunting & Field Apparel*

Próis has been the leader in women’s technical hunting gear since 2008 and believes women hunt hard and deserve the highest performing gear to support their pursuits. All Próis gear is engineered expressly for women and the company utilizes only the most top-rated performance fabrics to provide wind stopping, wicking, waterproofing, silence and thermoregulation. The company’s out-of-the-box thinking has resulted in award-winning designs that have raised the bar for women’s outdoor apparel. For more information about Próis Hunting & Field Apparel, visit: [Próishunting.com](http://Próishunting.com)

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