

5301 N. Commerce Ave Suite C
Moorpark, California 93021

Tel 805 529 3700
Fax 805 529 3701

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

PRÓIS® TORAI MIDWEIGHT APPAREL LINE IN CUMBRE™ PATTERN NOW AVAILABLE JUST IN TIME FOR FALL HUNTING

Gunnison, Colo. — Be prepared this season with the Próis® Torai Midweight apparel line in Cumbre™ camo for serious women hunters who demand gear that fits superbly, and functions even better. The high-performance line is thoughtfully constructed with detail paid to every design element and all with superior materials. The line includes several technical pieces designed to keep you comfortable in the toughest conditions including a midweight jacket, pants, beanie and gloves. So, whatever type of hunt you're planning this fall, aim to be successful with the right gear that will keep you dry, warm and with access to what you need on your person.

The name Torai, which is Gaelic for "hunter," inspires the line to be the best – this includes the highest grade materials, and premier design elements. The goal for this clothing line was to be as warm and non-inhibitive as possible for the athletic hunter, allowing for freedom of movement. Face-engineered with 88 percent Polyester and 12 percent Spandex for a combination of durability and flexibility, the jacket and pants are windproof and water-resistant. Boasting 4-way stretch fabric, the line shelters you from the cold while remaining breathable.

The Torai Midweight line features an athletic yet roomy cut to accommodate layering and mobility. The arms of the Torai Midweight Jacket are lined with polyester rip-stop for easy layering. Articulated elbows make for an ergonomically correct fit, and lycra interior cuffs keep movement noise to a minimum. Deep hand and chest pockets allow for storage of gear and accessories. The jacket also has strategically located zippers in the under arms for ventilation. The Torai Midweight Pants are kept streamlined with microfleece lining which provides for warmth without added bulk. Handy deep set pockets are great for extra shells or other gear. Created to fit a woman's body, the waistband sits at a natural waist and has additional room through the rear, hips and thighs for a comfortable wear. For an even better fit, a hidden elastic adjustable waistband allow the pants work on virtually any body type. Articulated and reinforced knees ensure countless seasons of durability and a side boot zip makes for ease of use with your footwear.

The Torai Midweight line features the sought after Cumbre camo pattern. The Próis team worked closely with Veil® Camo to develop the pattern which contains both macro disruption and textural disruption strategies that come together in one of the most aggressive, high functioning and visually distinctive patterns available. Mirroring elements from a diverse western landscape, the colorations provide excellent concealment in all regions. The color palette is a careful combination of tones pulled directly from the field and used in a calculated fashion to ensure 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 making it the ideal camouflage for staunch female hunters that demand only the highest 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, water resistance, 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

Connect with us on social media:



Editor's Note: Download digital press releases and hi-res images from Full-Throttle's online press room at full-throttlecom.com.