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DSG OUTERWEAR'S NEW AVA 2.0 SOFTSHELL HUNTING JACKET AND PANTS SET NOW AVAILABLE IN REALTREE EXCAPE™ PATTERN

Women Hunters Can Now 'Escape' Visual Detection on Western Hunts with New Realtree® Camo Option

Madison, WI – DSG Outerwear, premier makers of the most technical, high-performance and size-inclusive hunting apparel for women, is proud to expand the camo options for its newly launched Ava 2.0 Softshell Hunting Jacket and Pants set, with the set now available in Realtree®'s new EXCAPE™ camouflage pattern. The new Realtree EXCAPE pattern is purposefully designed to help western big game hunters 'escape' visual detection by effortlessly blending into surroundings. The effective new pattern combined with the Ava 2.0's functional features and superb fit is sure to put this jacket and pants set on the western female hunter's wish list this season.

"When designing the new Ava 2.0, we took our popular Ava design and added even more functional elements that'll help hunters take their pursuits to the next level," said Wendy Gavinski, president and founder of DSG Outerwear. "We're excited to also add the new Realtree EXCAPE pattern to the Ava 2.0 camo options, providing even more hunters with their ideal hunting apparel set," she added.

Available in a wide range of sizes petite to plus, the new Ava 2.0 set incorporates the latest fabric technology and enhanced features that'll keep you warm, silent and concealed in the field. Both the new Ava 2.0 Jacket and Pants are engineered with an ultra-soft and super-silent micro-tricot outer layer, keeping you dry during inclement weather. 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 new patent-pending, removable device pouch has been added to the wearer's right thigh. This convenient pouch allows for easy device use with a quick close flap when you stand up in the event the game you have your eye on walks by. 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.

The new Realtree EXCAPE pattern is designed to appear unstructured while distinctly mimicking natural elements. Built specifically to enhance the hunting experience for western big game hunters, it enables them to escape visual detection by effortlessly blending into surroundings while disguising the human form at distances from 400 to 20 yards and closer.

Both the jacket and pants are also available in either Realtree Edge® or True Timber Strata camo in sizes XXS-5XL.

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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