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SET YOUR HOOKS INTO THE NEW DSG OUTERWEAR FISHING LINE FOR WOMEN AND YOUTH

DSG Brings Fun and Function to a New Line of Clothing Specifically Designed for Fishing and Fun in the Sun

Oregon, WI – DSG Outerwear has made a big splash with technical outdoor clothing designed by and for women of all shapes and sizes. Fishing is an activity enjoyed by more people than any other outdoor sport. DSG is ready to help you land a lunker with an all-new line up clothing designed for fishing and fun in the sun.

“Here in Wisconsin, like most everywhere else, fishing is one of the most popular activities,” said Wendy Gavinski, DSG founder. “Who doesn’t like to spend time out on the water, soaking in the summer fun? We designed a series of women’s fishing clothing that fits well and is also functional, and we included youth sizing as part of the line for little girl anglers.”

True fishing shirts have to meet two basic criteria – They have to keep you cool in the hot summer sun and protect you from UV rays. DSG’s shirts do both of those things very well, and they look great at the same time. Available in shades of blue, aqua and salmon depending on the design, you can enjoy Realtree’s new WAV3 fishing camo print with a ¼ zip mock neck, or a long sleeve. All are a polyester/spandex blend with a UPF 50 rated and mesh panels to keep you cool. The solid color shirts are also available in youth sizes, because girls can out-fish the boys and they know it. Of course, you’ll want the matching Kate shorts from DSG. These polyester/spandex blend shorts are UPF 40 rated and have a sewn in liner and drawstring waist. They come in salmon or aqua colors that perfectly match any of the DSG fishing shirts. Youth sizes are available as well.

Looking for something to wear kicking it around the dock? DSG has a logo t-shirt available in grey or navy colors. For those chilly mornings when you’re hitting the lake before sunrise, DSG has a lace-up hooded sweatshirt with the DSG Fishing logo. These hoodies come in grey or black and are the perfect thing to wear when the bite is just getting started. And whether you need a hot cup of coffee to start the day, or a cool drink to chase away the heat of the afternoon, DSG has a line of Yeti insulated Rambler mugs with the DSG Fishing logo. They are the perfect complement to your fishing ensemble.

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, 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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