

DSG OUTERWEAR WINS A BEST IN SHOW AWARD AT 2020 ATA SHOW

The DSG Ella Fleece Jacket and Pant Set Voted One of the Best In Show in the Women's Segment by Attendees

Oregon, WI – DSG Outerwear, makers of the best-fitting women's outerwear for outdoor lifestyles, is proud to announce the Ella Fleece Jacket and Pant set, in Realtree Edge® camo, was voted one of the top three Best in Show in a crowded women's segment of products by buyers at the 2020 Archery Trade Association annual trade show, Jan. 10 in Indianapolis, IN. Voting for the awards took place on the opening day of the show, open only to registered buyers on the show floor. The annual Archery Trade Association Trade Show brings buyers, distributors, media members and manufacturers of archery and hunting products together. This year's show had over 8,500 attendees from 31 countries.

"We are very honored to take home the Silver award for the best women's product at this year's ATA Trade show," said Wendy Gavinski, president and founder of DSG Outerwear. "There were a lot of strong competitors in the segment, and to have our Ella Fleece Jacket and Pant set chosen by our retail partners is very humbling. It's a great way to start out the year."

The Ella Jacket and Pant were designed with performance and the avid female hunter in mind. They feature a Realtree Edge® camo brushed tricot outer layer laminated to a plush Berber fleece inner layer. The 3-layer women's Ella camo jacket is extremely warm with a breathable membrane, so you don't overheat. It features a removable, adjustable hood along with adjustable cuffs on the sleeves.

The Ella pants have 600D darted and shaped knee panels for durability as well as a fully customizable fit with a changeable inseam and built-in web belt. The pants have a durable, accent-colored zippers and a convenient cell-phone pocket on the right thigh. Both the Ella Jacket and Pants are windproof and incorporate DWR treatment on the face of the fabric which helps shed water. This means hunters are sure to stay warm and dry when hunting in harsh weather.

The fit truly sets the Ella Jacket and Pant, as well as all DSG Outerwear, apart from the competition. They were designed for women of all sizes and shapes with a feminine fit, by women who are passionate about hunting and the great outdoors. The Ella Jacket and Pant Set is available in sizes XS-5XL and can be found at DSG Outerwear dealers and [online](#).

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 snowmobiling. The goal – create a line of clothing and gear that meets the need for a functional and feminine fit, including sizes petite to plus. 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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