

---

530 Los Angeles Ave #115-233  
Moorpark, CA 93021

Tel 805 529 3700  
full-throttlecom.com

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

---

## **NEW DSG FISHING LONG-SLEEVE UPF50+ SHIRT OPTIONS FOR FEMALE ANGLERS**

### **Lightweight, Cooling Features Combined with UPF50+ Protection and Flattering Fit Makes the New Juniper Hooded and Sydney Realtree® Aspect™ Camo Your Go-To Fishing Shirts this Summer**

**Madison, WI** – [DSG Outerwear](#), premier makers of the most technical, high-performance and size-inclusive fishing and outdoor apparel for women and youth, is proud to offer female anglers two new lightweight and stylish long-sleeve shirt options chock full of the features needed for all-day sun protection and comfort while on the water this summer. Introducing the new DSG Fishing Juniper Hooded and Sydney Realtree® Aspect™ Camo Shirts.

“If your summer plans entail spending long days on the open waters, then you’ll need apparel that’s well equipped for both extreme sun protection and keeping you cool. Add in a comfortable, flattering fit and wide range of color and sizing options and the Juniper and Sydney are the perfect pieces that check all the boxes perfectly,” said Wendy Gavinski, owner and founder of DSG Outerwear.

The Juniper Hooded shirt is not only a sharp-looking, versatile and functional shirt, it’s so soft to the touch, it’ll provide comfort for all-day wear. The fabric is also quick drying, an absolute must-have feature when on the water all day encountering feisty fish and that cool ocean spray. UPF50+ sun protection keeps skin well protected from harmful rays and sunburns at bay. An incorporated hood and thumbholes on the lower sleeves offer additional sun protection when needed. The Juniper is available in four colors: Dusty Teal, Orchid, White Out Realtree® Aspect™ Camo and Key West Realtree® Aspect™ Camo.

For those extra hot days on the water, throw on a new DSG Sydney Shirt for ultra-lightweight sun protection with added technical features that work hard to keep you cool as you reel in those fish. Like the Juniper, the Sydney incorporates extremely effective UPF50+ sun protection protecting wearers from harmful UVA and UVB rays. The Sydney is constructed from DSG’s quick-dry and moisture-wicking tech fabric with incorporated mesh side panels to help keep the wearer cool and dry in warm or humid conditions. The Sydney is available in six Realtree® Aspect™ Camo color options: Ocean Spray, Sea Foam, Charcoal, River Bend, Key West, and White Out.

Both the Juniper Hooded Shirt and the Sydney Shirt are available in a wide range of sizes to accommodate teens to plus sizing (XXS-4XL).

#### *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](http://www.DSGOuterwear.com).



**Editor’s Note:** For hi-res images and releases, please visit our online Press Room at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com)