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## **KAI REALTREE WAV3® FISHING SHIRT DELIVERS UPF 50+ SUN PROTECTION FOR YOUR FISHING EXCURSIONS ON THE WATER**

### **Comfort, Good Looks and Protection From the Elements Combine for the Ultimate Fishing Shirt for Women**

**Madison, WI** – When you're out on the water all day, sun protection matters. It matters a lot. DSG Outerwear, premier makers of technical outdoor clothing designed by women for women of all shapes and sizes, understands this and offers a full line of UPF 50+ apparel for women and youth anglers — including its stylish and functional Kai Realtree Wav3® Fishing Shirt.

“When you're out on the water all day, you need clothing that doesn't just look good, but is also comfortable and functional, helping you remain cool while keeping you well protected from the elements,” said Wendy Gavinski, DSG Outerwear founder. “The DSG Kai Fishing Shirt in the Realtree Wav3 pattern fits this category perfectly.”

The DSG Kai Fishing Shirt is made from quality stretch performance fabric with mesh underarm panels (front and back) for added ventilation. This means the shirt is not only comfortable, it'll keep you cool even in the harshest heat and it moves right along with you as you work to reel in that prized catch. Perhaps most importantly, the shirt incorporates UPF 50+ sun protection, which is the highest rating on the ultraviolet protection factor scale. With this level of protection, anglers can feel confident they are well protected from the harsh UV rays encountered while out fishing all day long.

DSG intuitively also incorporated finger loops into the sleeves of the Kai Fishing Shirt, which extends the fabric over the back of the wearer's hand for added sun protection. The shirt is available in three striking color options including Salmon, Navy or Aqua, all of which blend beautifully with Realtree's popular Wav3 fishing camo pattern. The Kai is available in a wide range of sizes from tween to plus size (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).

