

DSG OUTERWEAR PARTNERS WITH FULL-THROTTLE COMMUNICATIONS FOR PUBLIC RELATIONS

Oregon, WI – DSG Outerwear, makers of the best-fitting women’s performance outerwear for outdoor lifestyles, is proud to announce its new partnership with full-service marketing, advertising and PR agency Full-Throttle Communications. The agency will be spearheading all media relations and PR initiatives for the growing women’s apparel brand in the hunting and fishing markets.

“We’re extremely pleased to be joining forces with Full-Throttle, as their team has the right expertise and experience that will help us reach even more avid women hunters, anglers and outdoor enthusiasts,” said Wendy Gavinski, president and founder of DSG Outerwear. “We’ve launched some exciting new apparel this year, including an all new spring fishing line, and we look forward to having Full-Throttle help us promote it with their strategic PR efforts,” she added.

DSG Outerwear is committed to creating quality technical apparel specifically designed to meet the needs of the avid female hunter, angler and outdoor enthusiast. Available in a wide range of sizes from petite to plus, the fit is one of the many features that set DSG Outerwear a part from the competition. Each DSG piece is designed for women of all sizes and shapes with a feminine fit, by women who are passionate about hunting and the great outdoors. Highly functional performance features and technical fabrics means DSG Outerwear will not only fit amazing, it’ll perform under the most extreme conditions the outdoors and your most rugged hunt can bring on.

“We couldn’t be more excited to partner with the DSG Outerwear team to help further spread their message to even more women looking for the right gear that will keep up with their pursuits,” said Jason Bear, President/CEO of Full-Throttle Communications. “The quality and attention to detail in each and every piece means their gear is not only built to perform, it’ll fit like a glove,” he added.

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.

About Full-Throttle Communications

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about Full-Throttle Communications, visit: full-throttlecom.com.

