



Prois - 10 Years in the Making

April 2018 – Prois, the top name in ladies’ high performance technical hunting apparel, announces ten years in the making. 2018 marks a decade of operations that started with an idea of engineering a line of designated women’s hunting clothing to where they are today, being the number one hunting apparel manufacturer for ladies; where fit is as important as function.

“Living in Colorado and loving the outdoors, I’m always in search of high-performance gear, whether running, skiing or mountain biking,” said Prois Founder/CEO, Kirstie Pike. “When I got into hunting I quickly realized all the cool performance gear was designed only for men, with little to no women options. My hunting passion continued to burn deep so I decided I needed to provide ladies with hunting gear that I would personally use and trust,” Pike continued.

Prois utilizes only the top-rated performance fabrics that are designed to provide windstopping, wicking, waterproofing, silence and thermoregulation. Each item is created to maximize efficiency and functionality in the field, utilizing signature features, keeping ladies hunting longer, increasing success rates, and providing the results they were driven to achieve.

Prois is on the move for 2018. "We have given the entire business a facelift this year", Pike reported. "We are in the process of closing out all of our old inventory to make room for an entire new assort of Prois gear in the new Cumbre pattern." she added. “Prois partnered with Veil Camo last year to create the unique disruptive Cumbre pattern, which is exclusively used on women's hunting gear and apparel.” A new 2018 layering system is complete with everything a female hunter needs for any weather, anywhere. This comprehensive assortment will include a merino wool line, a lightweight performance line, a down line, a mid-weight line and rain gear. The new Prois assortment in Cumbre will hit the shelves in June providing women with the right outdoor gear for the right hunting adventure. Prois is committed to the female hunter. Welcome to the world of Prois—where women hunt hard.

For more information on the Prois product line, click [here](#).

Media Contact: Media Direct // Taylor Lafriniere // taylor@mediadirectcreative.com // 309.944.5341



About Prois:

Established in 2008, Prois quickly become the #1 sought after women’s hunting apparel line. Welcome to the world of Prois where we believe women hunt hard and deserve the gear to support their pursuits. What sets Prois apart? It is our belief that women require performance outdoor gear for their hunting and field pursuits. We are committed to you, the female hunter.