



## Seriously Usable “Do it Yourself” Apparel for Women

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“**Seriously usable stuff for women.**” We couldn’t have said it better ourselves. A customer wrote in to thank us for making, “seriously usable stuff for women,” and our motto was born. We build products with hands-on women in mind – women who need clothes for real life and work, not a fashion runway.

**Real Women Wear Duluth.** You’ll meet plenty of professionals on our catalog pages – but no professional models. We believe in showing our products in use by real women with demanding jobs and unique passions – it’s the best way to demonstrate how useful they’ll be to you. To find out more about our Duluth real women and their amazing stories, visit <http://www.duluthtrading.com/realwomen>.

Following are just a few of this Fall/Winter’s women’s workwear apparel pieces from Duluth Trading Company. Should you be interested in additional photos or samples, please don’t hesitate to contact Shannon McCarthy at (952) 401-0125 x2 or [smccarthy@leumpr.com](mailto:smccarthy@leumpr.com).



### **Fire Hose Work Pants | \$49.50 | Item No. 36012**

Can’t count how many times we’ve heard, “I work hard but I still want to look like a woman.” Darn straight. That’s why rugged Fire Hose Work Pants have a woman-friendly waistband that actually curves, so it won’t gap in the back, plus a relaxed fit through the hip and thighs – not a straight one, as in men’s pants. And they’re meant for real, hard work, with rivets and reinforcement at every stress point and pockets every place you need ‘em. Even sizes 6-18; inseam lengths 29”, 31”, 33”. Dark brown.

### **Logroller’s Fitted Flannel | \$39.50 | Item No. 23003**

This is definitely not his flannel. But don’t let the word “fitted” turn you off – it’s only slightly shaped at the waist for a more flattering fit, not a tighter one. Garment washed for softness and ever-so-gently faded, it feels like an old friend the first time you wear it. Still built to last though, with a double-turn hem and adjustable barrel cuffs that resist fraying. S (6-8), M (10-12), L (14-16) , XL (18-20). Berry.

### **Overachiever Overalls | \$49.50 (denim) \$59.50 (Fire Hose) | Item No. 34016 (denim) 36020 (Fire Hose)**

Here’s why our Overachiever Overalls are the best around:

- More shaping in the bib, hips and thighs to fit a woman’s curves
  - 13 pockets, two hammer loops, places for pencils, sunglasses, tools and a cell phone
  - Tough reinforcements and stitching at the pockets, leg openings and bib
- S (6-8), M (10-12), L (14-16) , XL (18-20). Inseam lengths 30”, 32”. Khaki (Fire Hose material) or denim.





### **About Duluth Trading Company**

Duluth Trading Company was founded in 1991 by two tradesmen brothers tired of making do with inadequate job site equipment. Their first catalog included just nine tool organizers, all field-tested for practicality by grizzly construction guys and hard-as-nails tradesmen. Since then, Duluth has expanded its offering to include hundreds of unique clothing items, tool and car organizers and gadgets, and in 2005 introduced a women's-specific line of work wear, casual clothing and gear. Men's products are still "designed and tested by tradesmen," while the women's line is "tested and approved by Real Women" – all testers are individuals with hands-on occupations who know a good – or bad – product when they see one.

Signature products include the men's Longtail T® (the cure for "plumber butt"), men's Ballroom Jeans (with a comfy crotch gusset for crouching without singing soprano), women's Asset Management Pants (no-gap waistband fits curves, won't reveal any "assets") and men's and women's exclusive Fire Hose® Workwear (made from tough canvas inspired by the kind that once protected actual fire hoses). Duluth Trading Company is located in Belleville, Wisconsin. For more information, visit [www.duluthtrading.com](http://www.duluthtrading.com).