Duluth Trading Performance Underwear
Comfortable workwear starts at the base layer

Following are descriptions of the new men's and women's underwear lines 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 ext. 2 or smccarthy@leumpr.com.

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Men's Buck Naked Underwear
No pinch. No stink. No sweat! "Almost feel as if you are wearing no underwear at all!" says Ric from Richmond, VA.
If you're like most men, you're still wearing the same kind of 'tighty whities' you grew up with. Our "Buck Naked" Underwear is making working guys all across the country change their underwear. They're stretchy, yet supportive too, for extra ease when you're climbing or kneeling. ("Great comfort and gentle control of all my parts," as Doc from Michigan so carefully put it.) They also wick sweat far more efficiently than any cotton skivvies out there to keep you drier. Plus they have an antibacterial treatment to fight odor.

Buck Naked Boxer, Brief & Boxer Brief $14.50-$19.50
Items No. 67019, 76015 and 76014
Other undergarments are heavy, noticeable and often uncomfortable. With Buck Naked underwear, any man can feel as free as if they were going commando. The Duluth Trading Buck Naked Boxers, Briefs and Boxer Briefs wick away sweat far more efficiently than any cotton skivvies and have an antibacterial treatment to keep away the summer stink.

NEW Buck Naked V-Neck, Crew & Tank $14.50-$19.50
Items No. 83009, 83008 and 83010
So lightweight, men will feel Buck Naked. Made from 93% nylon/7% spandex knit, the Buck Naked Crew, V-Neck and Tank Undershirt s wick away sweat far more efficiently than any cotton undershirt to keep men drier. Plus has an antibacterial treatment to resist odor.

NEW Buck Naked Long-sleeve Crew & Buck Naked Base Layer Pant $29.50 each Item No. 33506 and 33505
Made from the same 93% nylon/7% Spandex diamond knit as our Buck Naked Underwear and Undershirts, this lightweight base wicks away sweat and is antimicrobial to resist odor or scent. Available in black, dark cobalt, and graphite.
Women’s Performance Underwear

NEW Anti-Panties Performance Underwear Briefs and Hi-Cut Briefs  $14.50
Items No. 82518 and 82519
Sure, cotton underwear is comfortable...until you work up a sweat. Hello, soggy. Switch to the 93%nylon/7% spandex undies, and kiss cotton and all its faults goodbye. The antimicrobial blend wicks moisture continuously and fights bacteria and odor build-up. In high-friction areas, the seams are taped to eliminate chafing. The performance underwear features elastic in key spots (like leg openings) for stretch where it’s needed most.

NEW Performance Tank Top  $19.50  Item No. 82516
The Performance Tank Top is made from the same 93%nylon/7% Spandex material as the undies, to beat out any regular ol’ cotton tank in a sweat test. The antimicrobial blend wicks moisture continuously and fights bacteria and odor build-up.

About Duluth Trading Company
Duluth Trading Company (www.DuluthTrading.com) was founded in 1993 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 Trading has expanded its offering to include hundreds of unique, tough, functional workwear products, tool and car organizers and gotta-have gadgets. Recently, Duluth Trading has introduced and retooled its women’s workwear line, building on the durability, functionality, and unique usefulness built into its men’s line.

Duluth Trading’s adherence to authenticity and commitment to craftsmanship is evidenced in the products. Men’s workwear is designed and tested by the Duluth Trades Panel and the women’s line is tested and approved by the Duluth’s Real Women Test Panel. All panel members have hands-on occupations who know a good – or bad – product when they see one. Signature products include the Longtail T® (the cure for “plumber butt”), men’s Ballroom Jeans (with a comfy crotch gusset for crouching without singing soprano), and exclusive Fire Hose® Workwear (made from tough but soft cotton canvas inspired by the kind that once protected actual fire hoses). Duluth Trading Company is located in Belleville, Wisconsin, and is opening its flagship retail store at 100 Main Street, Mount Horeb, Wisconsin in November 2010.