

Hunting Apparel for Women

By Kirstie Pike

EDITOR'S REMARKS

For years, women that hunt have had to wear clothing designed and built for men. Now thanks to Prois, women can hunt in great camo hunting clothes that not only fit their body but they are designed to perform in the field as well as top of the line men's technical clothing. A word to the wise, buy the gals in your life a set of camo that actually fits and they will thank you when they are comfortable and warm in the field.

—Garth



Prois Hunting Apparel for Women (pronounced 'pro-iss') is quickly gaining a foothold in the women's hunting industry. Launched in 2008, Prois made its mark by providing female hunters with a long-awaited line of high-performance, technical huntwear specifically designed for women. The line provides gear that can withstand the extremes and the rigors of the field, yet is designed expressly to fit the female form.

Prois, which is Gaelic for 'prowess' or 'pride,' finds its home nestled in the heart of the Rockies in Gunnison, Colorado. Owner and CEO, Kirstie Pike, has not always been an entrepreneur. She is a registered nurse and has served as the Emergency Department and Trauma Director at Gunnison Valley Hospital for the past 18 years. She explains the impetus behind creating a technical line of hunting gear for women, "I have long searched for gear that was made to actually fit a woman's form, but would still offer a high-end, athletic function necessary for the hunt—especially the extreme hunting in the western United States." After years of making due with oversized men's gear that became an actual hindrance during the hunt, Pike decided to take matters into her own hands. "We essentially designed our

line based off of high performance outerwear and running gear. Fabric choices and functional features are what has been missing in the women's market." Pike, an avid hunter and runner, believes that hunting itself is an extreme sport and women require the top of the line gear necessary to provide comfort and success. Pike also utilizes her medical background in designing her gear to provide maximum thermoregulation, wicking, and warmth retention. So, all of that aside, what is it that makes Prois Hunting Apparel for Women the choice for female hunters?

Fabric Choices: Pike believes the cornerstone to the best outdoor gear lies in its fabrics. Simple cotton will not do. Complex, compressed fabrics offer windstopping, moisture wicking, silence, and waterproofing to the line. Our Pro-Edition series boasts a 3-ply bonded fabric that offers soft tricot on the shell, windstopping laminate, and microfleece which offer optimal thermoregulation without the bulk that is a hindrance in the field. Our Ultra Shirts wick away moisture, which is a must-have feature in both hot and cold climates. Our Sherpa Line offers plush warmth. Our Eliminator and Extreme Lines offer hardcore waterproof/breathable fabric choices that are rugged, silent, and functional. All of our pants are 100% polyester tricot which offer silence, softness, and a durable snag-resistance. Prois then adds its signature nylon tricot lining system to all jackets, vests, and lined pants to offer warmth, softness, and ease of layering and movement.

Functional Features: Each piece of gear is thoroughly thought out and field tested by women who hunt hard. All zippers have snap-down sliders to keep the garment silent. Whisper silent magnetic closures on cargo pockets enhance silence in the field. Deep set lumbar pockets in all jackets and vests offer storage of soft goods, warmers, and gear. Pleated knees in our pants optimize articulation. All pants are engineered with drawstring/cordlocking at the hemline to pull the pant close to the boot. Scapular Drop pockets have been developed to lie between the shoulder blades (a highly vascular area on the body) to house activated handwarmers which promote optimal thermoregulation. Taped seams and nylon tricot lining push our Eliminator (waterproof/breathable) Line to the front of the pack. Drop down ducktail features are added to both our Eliminator and Xtreme lines to provide additional dryness and watershedding capabilities. "Our goal is to provide the female hunter with gear that can take anything you throw at it—water, cold, heat. No matter where you hunt, your



Pro-Editon Jacket



Sherpa jacket

gear should be used as a layering system that will allow you to adapt to the climate immediately. When choosing hunting apparel, a woman needs to take the time to consider the geography, climate, and worst-case scenarios—then purchase accordingly. Selection of hunting gear should not be a random process. The quality of your hunting clothing is almost as important as the quality of your weapon,” states Pike.

Commitment to Serious Female Hunters: Prois was designed with the serious female hunter in mind. Each piece is created to provide the highest level of function to help improve performance in the field. Prois is all about the woman who is passionate about her pursuits. Kirstie states, “We refuse to settle for downsized men’s gear, upsized children’s gear, or simple clothing that is substandard. We realize women work hard to perfect their craft and they deserve the best.”



Proudly Manufactured in the USA: Pike is committed to supporting our domestic economy in every way possible. She remarks, “We manufacture all of our gear in California and work diligently to purchase goods produced in the USA when possible.”

Prois’ comprehensive line, media page, community blog, and Faces of Prois may be viewed at www.proishunting.com. As well, should you have specific questions regarding the Prois line or optimal layering systems for specific climates, please contact Prois at info@proishunting.com or call 970-641-3355 for assistance. They are happy to help!