

NEWS RELEASE



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GRUNDENS INTRODUCES RHINESTONE STUDDED T-SHIRTS FOR THE LADIES

New “Bling Collection” Makes a Fishing Fashion Statement On the Boat, On the Job or On the Town

Grundens USA has made a flashy fashion statement with its new line of women’s rhinestone studded T-Shirts featuring the company’s popular “Wear Grundens” seafood artwork. This “Bling Collection” is part of the growing Grundens Everyday family of casual wear and accessories designed to celebrate the fishing lifestyle every day of the week.



These distinctive black T-shirts are stylishly cut and are made from premium quality 6.1-ounce cotton for superior fit, comfort and durability. Each shirt is adorned with an intricate logo and artwork design crafted from a dazzling array of sparkling rhinestones. Ideal for lady anglers or as a “thank you” to that special wife, girlfriend or sister back home, these shirts are a shining way to celebrate the fishing lifestyle. You’ll sparkle like a diamond every time you wear this shirt, on the boat, on the job or out on the town.

These unique shirts are available in sizes S to 2XL, and carry an MSRP of \$38. Grundens offers a variety of attractive and eye-catching designs, including: Eat Fish, Eat Tuna, Eat Alaskan Crab, Eat Crab and Eat Lobster. Each design is meant to honor those whose hard work makes the simple pleasure of enjoying fresh seafood possible, while recognizing that Grundens apparel is the “uniform” they wear to work every day.

To learn more about the new “Bling Collection” ladies T-shirts, or the full line of Grundens apparel for work and play, contact Grundens USA toll-free at 800.323.7327 or visit www.Grundens.com.

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