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Dovetail Workwear takes flight as first national exclusive women's workwear brand.

Women's workwear is finally fit for the job and capable of anything.

Portland, Ore. — June 11, 2018 — Working women around the world are celebrating a first in the market: the creation of workwear designed for them. Start-up Moxie & Moss Workwear today announced their rebranding as Dovetail Workwear and the availability of a national and international wholesale workwear line made by women, exclusively for women.

Its apparel products will soon be in retail locations across North America and Canada, in addition to the Dovetail Workwear online store. To mark this milestone, the company has relaunched as Dovetail Workwear and unveiled numerous products in new styles, fabrics, and extended sizes.

Dovetail Workwear has developed its products, brand, and mission collaboratively with female field testers around the country, ranging from construction workers to auto mechanics to artists and firefighters. More than two years of testing and research helped hone the company's first women's workwear item, the Maven Slim work pant, and inspired other new products and features.

The resulting journey reflects Dovetail's commitment to the needs and styles of all women workers.

"We are really proud of how we are striving to fit all types of women," co-founder Kyle Marie Begley said. "Whether you're a rugged welder, field scientist, or studio artist, our democratic fit, high-quality stretch fabrics and pocket and pattern features translate throughout every part of a woman's day. It's workwear fit for the job and capable of anything."

Dovetail Workwear's new Fall 2018 collection includes the straight-leg Britt Utility pant, the relaxed-fit Day Construct pant, the Freshley Overall, the Givens Workshirt, knit tops, and new apparel accessories including kneepads, work gloves, wool beanies, and belts.

The company continues to break new ground with innovative fabric technologies, including durable and abrasion-tested stretch canvas and denim, gussets, and secured pocket components. All pants & overalls are available in sizes 000-18 with four inseam options.



From left to right: the Britt Utility pant, the Freshley Overall paired with the Givens Workshirt and the Day Construct pant.

Since the company started last fall, it has sold out of every production run of the Maven pant.

As a female-led business that strives to meet women's needs, Dovetail keeps its social mission to advance female occupational and economic advancement at the forefront of their work.

"Partnering with groups like Oregon Tradeswomen and SkillsUSA is the oxygen of this business," co-founder Sara DeLuca said. "Groups like these enable women to enter non-traditional occupations by providing training, mentoring, community and support resources that lead women to success. Without such guiding partners, Dovetail Workwear would not be able to do the work that we do."

Dovetail Workwear's direct-to-consumer line is now ready for pre-order, with expected delivery in July. They will also attend Outdoor Retailer July 23-26th in Denver, Colo., where the entire line will be available for wholesale order.

About Dovetail Workwear

Dovetail Workwear started with three women—two with muddy knees and one knee-deep in textiles. Co-founders Kate Day and Kyle Marie Begley owned a residential design/build landscaping firm in Portland, Ore. called Moxie and Moss Gardening. Digging in the wet, Pacific Northwest soil was uncomfortable, their everyday jeans weren't up to the task and workwear marketed to women was ill-fitting or in stereotypical colors and styles. When they met client and apparel industry expert Sara DeLuca, the three took things into their own hands, designing and producing the Maven pant to address these shortcomings.

In 2018, Dovetail Workwear donated \$3,000 to Oregon Tradeswomen to establish The Maven Scholarship Fund to promote women's access to trades occupations. The company also frequently makes in-kind donations to organizations such as Girls Build, SkillsUSA, and the Bonneville Environmental Foundation.

Learn more about products and Dovetail's story at dovetailworkwear.com