

Venganza

Performance Apparel by

BORAH
TEAMWEAR

For Immediate Release
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REVENGE FOR WOMEN WHO RUN, SWIM, AND CYCLE

Borah Teamwear adds “Feroz” to Venganza™ Collection of Women’s Triathlon Apparel

COON VALLEY, WI – June 18, 2017 – “Feroz” in Spanish means fierce. That’s exactly how Borah Teamwear wants athletes to feel when they put on their newly released wild-life-inspired triathlon kit from the Venganza™ collection. In addition to its hot pink crocodile pattern with slashing gold claw marks, the kit includes signature features of all Venganza apparel that’s designed to provide comfort, fit, and performance for women ranging from size XS to 4XL.



All triathlon kits in the Venganza collection are made with ultra-wicking, premium-quality Italian fabric, flat-seam stitching, and they come with Borah’s lifetime Titanium warranty. Borah’s Meta-loop™ system allows the wearer to easily connect tops and bottoms to prevent ride-up during activities. The tops have a high neckline and arm holes to prevent chafing and provide sun protection. The shorts include a wide yoga waistband, generous inseam, silicone leg-grippers, and a full coverage, anti-chafing Distanza pad from Italy, as they’re designed for comfort and protection in the most demanding triathlon events.

The Venganza collection was inspired by Gina Cornell, of Wausau, Wisconsin, who was disappointed to find limited apparel options in her size when she decided to enter into triathlon for fitness and fun. Cornell got her revenge (“venganza” in Spanish) when she brought her design concepts to Borah Teamwear, the Wisconsin-based company that produces custom sports apparel for endurance sports enthusiasts and professionals. The marketing team at Borah worked with Cornell to refine the designs, and launched the initial product line in late 2016. “I’m having the time of my life sharing the Venganza collection with amazing women in triathlon,” said Gina Cornell. “The new Feroz kit makes me want to get out and train!”

“At Borah Teamwear, we’re proud to produce apparel for professionals and amateurs, alike,” said Chris Jackson, founder of the company. “Our mission is to inspire healthy and positive lives, and for us that requires understanding the comfort and product performance needs of our customers. Gina has been a real inspiration to us, as well. Our team of design and sewing experts gets great satisfaction from seeing our customers getting out and participating, at any level.”

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The release of the new "Feroz" kit is supported by an ad campaign that features Gina wearing Venganza triathlon kits in her idealized vision of the triathlon lifestyle. The first in the series of ads shows Gina in her "Feroz" kit, riding in the clouds.



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About Borah Teamwear

In business since 1997, Borah Teamwear has grown to become a leading manufacturer of high-quality custom sublimated active outdoor apparel. Today, with its dye-sublimated high-performance fabrics and an in-house team of design and production experts, Borah offers a full line of custom sports apparel for professional and amateur teams, as well as collections for individuals, in cycling, Nordic and alpine skiing, running, and triathlon. Borah Teamwear's precision-crafted cycling kits are worn by Rally, the top professional cycling team in the U.S.A. All of Borah's products are developed with insights from Jackson and his team members with competitive endurance sports experience, and they're all designed and produced under one solar-paneled roof in southwestern Wisconsin's beautiful Driftless region. <https://www.borahteamwear.com/>

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