

Three times Aussie disc golf champ launches Dude Clothing range in the US

Aussie, Chris Finn is traveling the US disc golf tournaments in a huge 40foot van with his family in tow to launch a new clothing range made just for the game

CHICAGO, ILLINOIS, UNITED STATES, August 16, 2016 /EINPresswire.com/ -- What's a crazy Aussie doing crisscrossing the US in a huge black 40 foot van with his family in tow?

When Aussie, Chris Finn rolls into town with his 40ft all black Dude Van, heads turn. And turn they should because even by US standards, it's impressive.

So far, the Dude van has traveled 26,000 miles and visited 14 states – all to introduce Americans to a new range of clothing specially designed for the game of Disc Golf. Finn is a three times Australian Disc Golf champion and along with a team of designers has developed a world first range of gear that suits the disc golf game.

“Every sport has its own line of clothing, and now disc golf does too” says Finn.

“Disc Golf in Australia is still in its infancy, but it is huge in the US and presents Dude with a great opportunity to take it to the level of other major sports with a range of gear that is uniquely adapted to

the game. The International Olympic Committee has just granted full recognition of disc sports, so there has never been a better time to launch our new range”

Finn and family have been on the road since April, setting up shop at over 20 disc golf tournaments to sell the dude wares. “It's a great chance to deal directly with disc golfers and get their feedback on the gear” says Finn. “They love the fact we are Aussies and taking on the world with the Dude brand. They get to see there is more to Australians than meat pies, shrimps on the barbie and Hugh



Three Times Aussie Disc Golf Champ, Chris Finn



Dude's 40' van on the road is a real head turner

Jackman".

So what's different about Dude that makes their clothes suitable for disc golf? "Firstly, we use high quality, lightweight stretch fabrics, then we introduced features such as large pockets to take discs, towel attachment studs to carry cleaning towels, high collars for extra sun protection and non-slip rubber shoulder strips on polos to carry disc back packs" explains Finn. Go to dudeclothing.com to view the whole range.

It's been quite an adventure being on the road - with two kids under 5 in tow, a devoted wife and a hard working mother in law, everyone chips in to make it happen. He is backed by a team of designers in Australia and a fulfillment center in California.

Dude is a real zero to hero story. Since establishing in Australia in a garage in 2009, it has grown to be the only Australian company to be an official sponsor of both the Disc Golf World Tour and the Disc Golf Pro Tour as official clothing supplier with branded clothing for each

Chris is available for interview – he has just attended the 2016 PDGA Professional Disc Golf World Championships in Emporia Kansas and is on his way to Disc Golf Ledgestone Insurance Open in Peoria Illinois where up to 600 competitors are expected.

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