

Deso Supply Co. Debuts Fall + Winter Collection

Announcing the arrival of the Deso Fall Winter collection.

RENO, NEVADA, UNITED STATES, October 23, 2017 /EINPresswire.com/ -- The Deso Supply Co. team has officially stepped into the big leagues of the outdoor lifestyle clothing industry with their new line of standout garments and innovative style. With a new [technical collection](#) designed to seamlessly transition from urban life to adventures into the unknown, it's no wonder this ambitious young brand has been getting a lot of attention.

Inspired by life and time spent in the surrounding Desolation Wilderness of Lake Tahoe, California, founder and lead designer [Jordan Basile](#) has blazed his own trail in crafting a fresh take on outdoor lifestyle apparel.

The collection, best suited for guys and gals preferring to blur the lines of work and play, boasts an acute attention to detail. Something the founding team felt was lacking in the industry and a nuance that escapes big box brands.

“When you outsource production, you lose the option to work with the individuals cutting and sewing the garments, these interactions are what make our clothes different. It's the attention to detail in every piece that makes the product unique.” - Jordan Basile Deso Founder

While the team may think what they do is common sense, it's these details scattered throughout the collection that make you realize that the team [designing and manufacturing](#) them is in tune with the product. They actually thought to themselves: “Yea that's cool, I'd definitely use that”

“Pick up anything they sell and you'll see the function that's built directly in; they've put incredible attention into the details. It's amazing what they've done without sacrificing a bit of style - Tyler Hayes Kyle, Former Graphic Design Lead J.Crew

Noteworthy features of the collection include oversized neck lines and hoods, double brushed tech fleece fabrics, thumb holes, and the pockets you've always wanted.

Find their collection online at www.desosupply.com

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The Fall Winter collection has arrived.

This press release can be viewed online at: <http://www.einpresswire.com>

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