

Podiumwear Opens Seasonal Store with New Nordic Products for Men and Women Designed by Jessie Diggins

Jessie Diggins Designed Nordic suits, Jackets, Warm-Up Pants and “Over-the-Top Socks” Are Available for Limited Holiday Purchase

St. Paul, MN - Podiumwear Ambassador Jessie Diggins has worked with Podiumwear to develop unique ski suit, jacket and warm-up pant designs in men's and women's styles. They are available for a limited time on the Jessie Diggins Seasonal Storefront in time for holiday gift giving. Among the featured products are the newly introduced women's Silver Level Jacket, the completely re-designed men's Silver Level Jacket and the new “Over-the-Top Socks” inspired by Jessie Diggins striped relay socks. Visit the Jessie Seasonal Store at: www.podiumwear.com/team-storefront/jessie-diggins-2017/

“We are so excited about this year's Jessie Diggins Seasonal Store options,” said Podiumwear CEO Reid Lutter. “The colors and designs this year are some of Jessie's favorites so far. People can get some great holiday shopping done while supporting Jessie at the same time. You can't beat that!”

As in past years, a percentage of the proceeds from each sale will go back to Jessie, in support of her ski racing goals.

For more information about Podiumwear apparel designed by Jessie Diggins, or our custom team apparel, please visit the Podiumwear website at: www.podiumwear.com/sports/nordic/ or call us at 800-930-1081.

Podiumwear and Jessie Diggins

World Champion and Olympian Jessie Diggins is an official ambassador of Podiumwear's custom women's apparel for nordic skiing - a first for the nordic apparel industry. Diggins, who is from Afton, MN, works closely with Podiumwear product developers and designers to pioneer the manufacture of custom nordic apparel for women.

Podiumwear Custom Sports Apparel is the leading producer of custom nordic team apparel in North America. All Podiumwear products are designed, printed, cut and sewn with pride in St. Paul, Minnesota using the latest in sublimation technology, sewing techniques and high-performance fabrics.

In addition to nordic apparel, Podiumwear produces team apparel for alpine ski racing, cycling, running and ultimate frisbee.