



DUER, Category Leader in Performance Wear, Debuts FW25 at PGA Show
Blending Natural Fibers with Unmatched Performance Stretch

Vancouver, BC (January 13, 2025) — [DUER](#), the Canadian lifestyle apparel brand recognized worldwide for its expertise in bottoms, will showcase its latest fabric innovations with the SS25 and FW25 collections at the PGA Show in Orlando, Florida, from January 21-24 at Stand 7042.

DUER's founder, Gary Lenett— an avid golfer and expert in manufacturing bottoms for leading brands like Nordstrom and Harry Rosen—recognized a need for sophisticated apparel designed with athletic features and fibers. This innovative category of natural fiber-rich performance apparel marks a decisive shift away from relying on synthetic-heavy or après-gym wear to achieve a polished look.

As both a performance and lifestyle apparel brand, DUER products aren't confined to one activity – they're simply *built for doing*. DUER exemplifies this sentiment through pants that perform from the fairway to the clubhouse and beyond via a signature athletic gusset and 360-degree stretch for a full range of motion. DUER's proprietary fabrics prioritize natural plant-based fibers that manage moisture and naturally inhibit bacterial growth, setting a new standard for athletes seeking high quality clothing by avoiding synthetic-heavy alternatives.

Collections being showcased at the PGA Show include:

[DUER NuStretch Collection](#)

Year-round fabric for complete comfort, performance, and elevated style. Natural fibers offer softness and breathability, nylon provides shape retention and spandex adds stretch for mobility and comfort throughout the day.

Styles available on-site include:

- NuStretch Slim Straight / \$129 USD
- NuStretch Relaxed Taper / \$129 USD
- NuStretch Short / \$99 USD

[DUER No Sweat Collection](#)

Plant-rich fabric with the structure of a woven and the softness of a knit, offering the comfort of a sweatpant with a more elevated appearance. The plant-derived Lyocell fibers naturally inhibit bacterial growth and provide a soft hand feel, further enhanced by stretch for added comfort.

Styles available on-site include:

- No Sweat Slim Pant / \$129 USD
- No Sweat Relaxed Short / \$79 USD

Customers can shop performance bottoms, tops, and outerwear online at [ShopDuer.com](#) or by visiting select retail partners and dedicated DUER storefronts in the U.S. and Canada.

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About DUER: Built for Doing, DUER is a new take on performance apparel, rooted in jeanswear. Natural fiber-rich fabrics offer ultimate comfort, elevated style, and all-day performance in any environment. Vancouver-born, the omnichannel business has dedicated storefronts in Canada and the U.S., a North American e-commerce channel, and a global network of wholesale partners. Developed for those who seek adventure in the everyday, DUER bridges the gap between fashion and function with performance apparel for both men and women.

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