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Kith for Columbia PFG 2023

Kith renews its partnership with Columbia Sportswear to present the Kith for Columbia PFG 2023 collection—a vast assortment of fishing apparel, footwear, and accessories that blend functionality with style.

The new collection is inspired by Columbia PFG, the brand's longstanding line of Performance Fishing Gear that has kept anglers cool and protected for decades. This assortment is outdoor-forward with breathable, protective silhouettes for all fishing conditions. Columbia's suite of technologies is embedded across the offering, allowing for an elevated fishing experience.

Standouts in the collection include the Cool Creek™ Vest, Madison Jacket, Bib Pant, Terminal Deflector Long Sleeve, and Quarter Zip. The Cool Creek™ Vest, crafted from a breathable mesh fabrication, features self-draining zip pockets—perfectly designed for carrying all terminal tackle. The Madison Jacket, a staple silhouette reimaged with Omni-Tech™ waterproof breathable lightweight material, captures the traditional fishing aesthetic. The Bib Pant is also designed with Columbia's Omni-Tech™ waterproof breathable material and features an adjustable Y-harness suspender system suitable for proper weight distribution. The Terminal Deflector™ Long Sleeve highlights all-over Kith classic logos in an ombré fashion and is constructed with Omni-Shade™ Sun Deflector and Omni-Freeze™ ZERO Ice technology ensuring cooling protection for those long days on the water. The Quarter Zip, offered with matching shorts, is executed in 500GSM cotton fleece and showcases all-over sunset lake scene artwork—a serene depiction of fishing culture.



Each piece is uplifted by the seasonal Kith palette—earth tones and natural hues that mimic aquatic environments. Shades of green match seaweed & moss, browns resemble rocks and mud, and blues reflect the water and sky.

The collection is complete with a variety of essential fishing accessories. The Backcast™ Catchalot is designed with Omni-Freeze ZERO™, a sweat-activated cooling technology embedded in the sweatband suitable for extended periods of heat. The fingerless Terminal Tackle™ Glove features a silicone palm grip and provides a great grip and a natural feel to tie knots and change fishing lures. The Transit Bag has an adjustable strap with two organizational pockets, as well as a large main compartment for storing extra terminal tackle gear.

For the footwear component of the release, Kith presents the Newton Ridge™ and Breaksider™ Sandal. The Newton Ridge™ is a waterproof, lightweight boot with a Techlite™ midsole and Omni-Grip™ rubber outsole, ensuring support and grip on any surface. The Breaksider™ Sandal is a silhouette that features three adjustable hook & loop straps, an EVA shock-absorbing midsole, and a traction rubber outsole.

Alongside this collection, Kith partnered with Oakley on two unique models of sunglasses—the Frogskins™ and the M2 Frame® XL. The Frogskins™ Clear Prizm Deep Water, crafted from Lightweight O Matter™ frame material, features Prizm™ lenses to enhance color quality, contrast, and detail. The model is finished with laser-etched Kith branding at the lens corner. The M2 Frame® XL Silver Prizm Ruby is also made from Lightweight O Matter™ frame material and is complimented with ellipse metal icon accents. The M2 showcases Prizm™ lenses, Unobtainium® earsocks and nose pads that increase grip with perspiration.

Finished with laser-etched Kith branding at the center of the lens.

Kith for Columbia PFG 2023 releases on Friday, April 7th at all Kith shops, 11AM EST on Kith.com, 11AM CET on EU.Kith.com & the Kith App.