



2023 LOOKBOOK

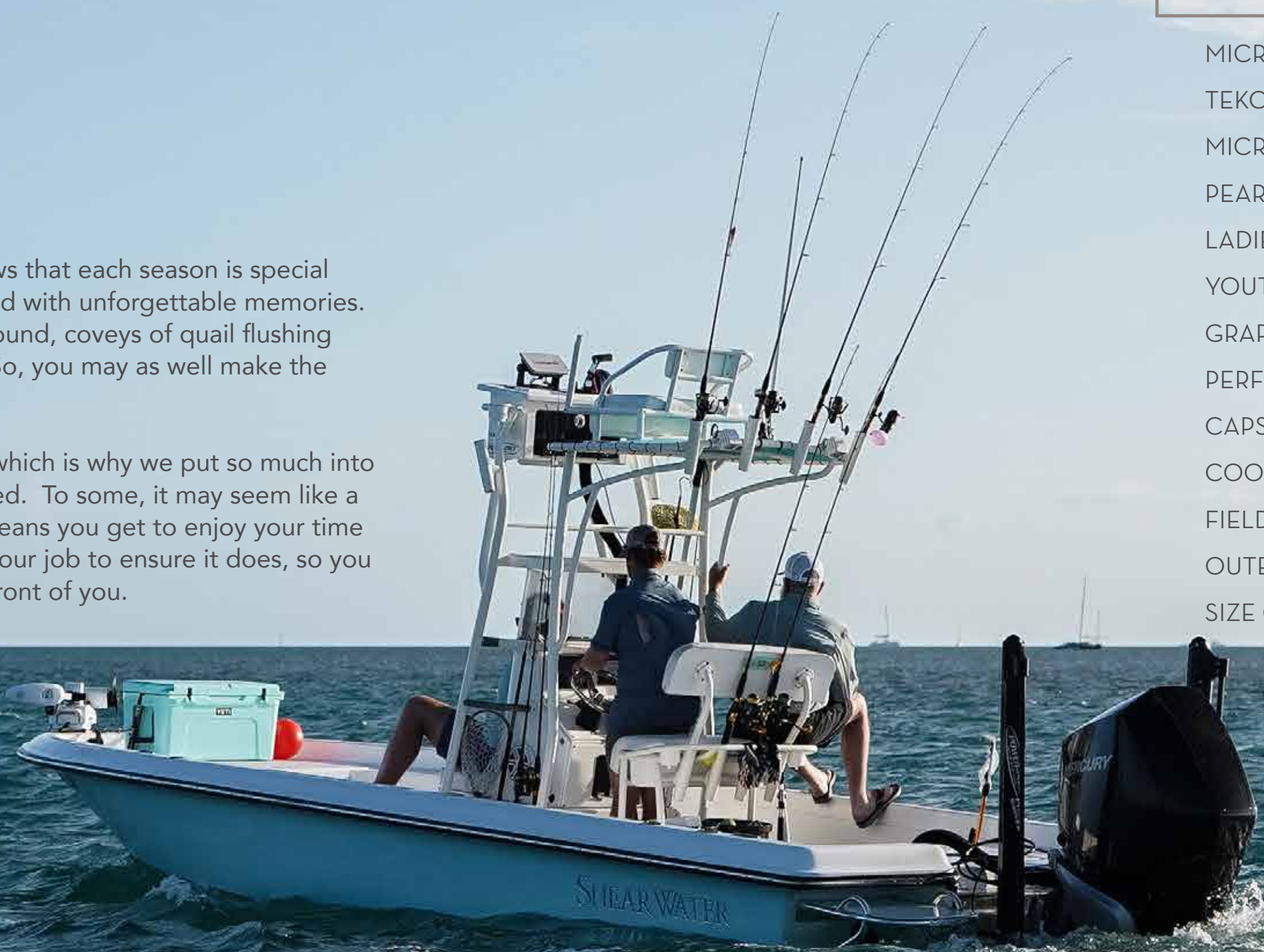
OUTFITTING YOU FROM LAND TO SEA

It's a privilege to spend time outdoors. Any hunter or angler knows that each season is special because they're numbered, marking yet another year gone by filled with unforgettable memories. You only get so many snappers in the boat, bucks scraping the ground, coveys of quail flushing out of the timber, and evenings by the campfire soaking it all in. So, you may as well make the most of it.

At GameGuard, we know these moments can happen anywhere, which is why we put so much into our products, so whether by Land or by Sea, we've got you covered. To some, it may seem like a well-placed button or a new type of waterproofing, but to us, it means you get to enjoy your time outdoors instead of worrying whether your gear will perform. It's our job to ensure it does, so you can focus on what matters most—the moment unfolding right in front of you.

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As you'll see in the following pages, our commitment to maximizing comfort and durability in our gear is found in everything we do. We've been hard at work refining, reinventing, and creating brand-new products—not for the sake of making new products but because we believe they'll make your life better. Isn't that the whole point?

Whether it's a new color from the Land or the Sea, shirts to keep the kids cool, or an over-engineered beast of a duffle bag, we're proud to showcase our 2023 lineup. They may seem like new outdoor products to some, but you know them as the extension of the gear you use every day, both indoors and outside. We can't wait to see what you do with them as you add them to your daily routine.

MICROFIBER™

COOL, COMFORTABLE, AND ADVENTURE-READY

The foundation of any great shirt starts with the material, and our MicroFiber line is one heck of a solid foundation. Designed to keep you cool and dry in just about any situation under the Texas sun, it's bound to make for a better day on the trail, in the stand, or on the boat.



MICROFIBER™ SHIRT

As Woody Guthrie once said, “Any fool can make something complicated. It takes a genius to make it simple.” Our MicroFiber shirt is the simple solution to your outdoor adventures. It will hold its shape over time, dries quickly, and, with well-placed ventilation, keep you comfortable all day. From boat to boardroom, it’s a better shirt. Simple as that.



Marine MicroFiber

Please note that colors may vary slightly between production lots.



GAMEGUARD
1023GGC



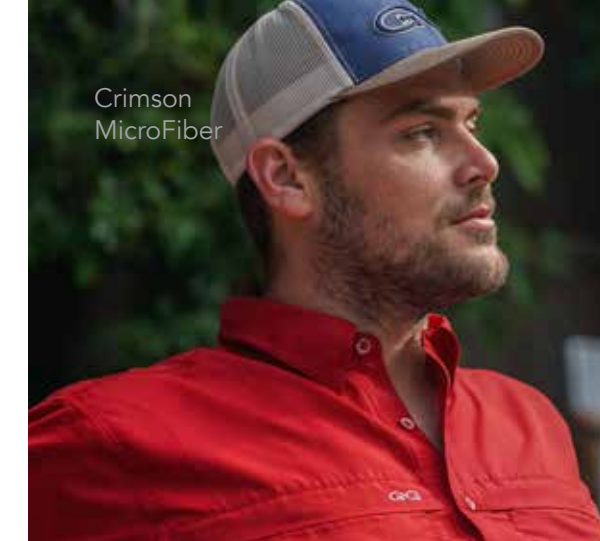
MESQUITE
1023MSQ



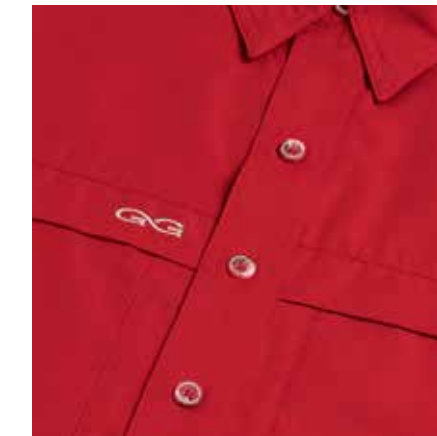
AGAVE
1023AGV



MAROON
1023MAR



GUNMETAL
1023GUN



CRIMSON
1023CRM



CAVIAR
1023CAV



WHITE
1023WHT



MARINE
1023MRN



DORADO
1023DOD



DEEP WATER
1023DPW

**MICROFIBER™ SHIRT
| LONG SLEEVE**

When coverage counts, look no further than our MicroFiber long-sleeve shirt. It's sleek and stylish enough to get you from the office to happy hour but packed with features like sun protection, ventilation, and wrinkle resistance; it's more than ready to hit the gulf or duck into the dove fields.



Please note that colors may vary slightly between production lots.

Dorado MicroFiber | Long Sleeve

10

2023 LOOKBOOK

LAND



GAMEGUARD
1024GGC



GUNMETA
1024GUN



CRIMSON
1024CRM



Agave
MicroFiber I
Long Sleeve



AGAVE
1024AGV

CAVIAR
1024CAV

SEA

WAHOC
1034W/HO

DEEP WATER
1034DBW



DORADC
1024DOD



Dorado
MicroFiber
Long Sleeve

GAMEGUARD.NET

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TEKCHECK™

THE NEXT GENERATION OF MICROFIBER

Our TekCheck line is high-performance gear masquerading as a great-looking garment. Featuring the same quick-drying properties as our MicroFiber material, it has added mechanical stretch for increased range of motion and flexibility. In other words, if you can go there, it can too.

TEKCHECK™ SHIRT

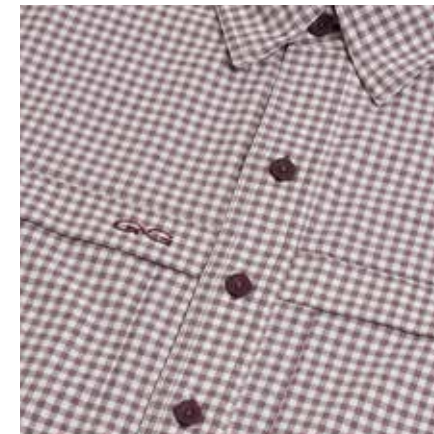
The GameGuard TekCheck shirt finds the sweet spot between fun and functionality. With mechanical stretch and quick-drying properties, it can help you stay cool and comfortable all day but fits right in for an office meeting or a much-needed happy hour after work.



Oceanic TekCheck

Please note that colors may vary slightly between production lots.

LAND



MAROON
1041MAR



GUNMETAL
1041GUN

SEA



DORADO
1041DOD



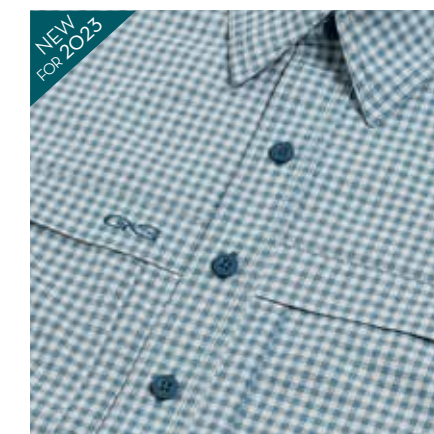
WHITE
1041WHT



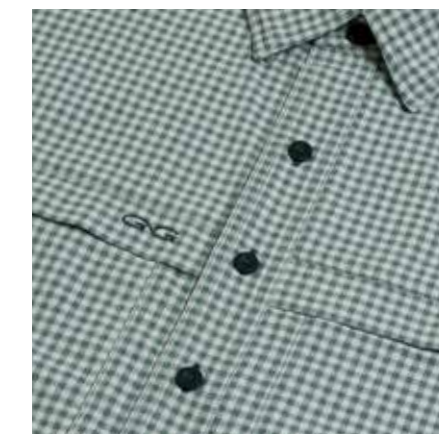
MAHI
1041MHI



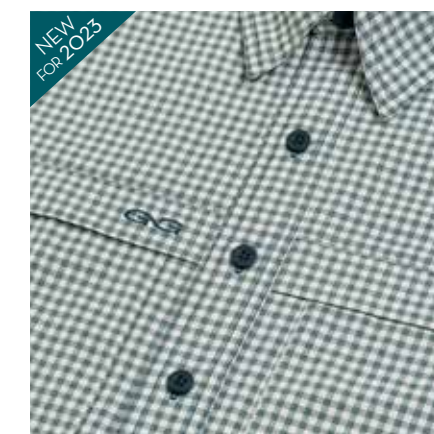
SEA GLASS
1041SEA



WAHOO
1041WHO



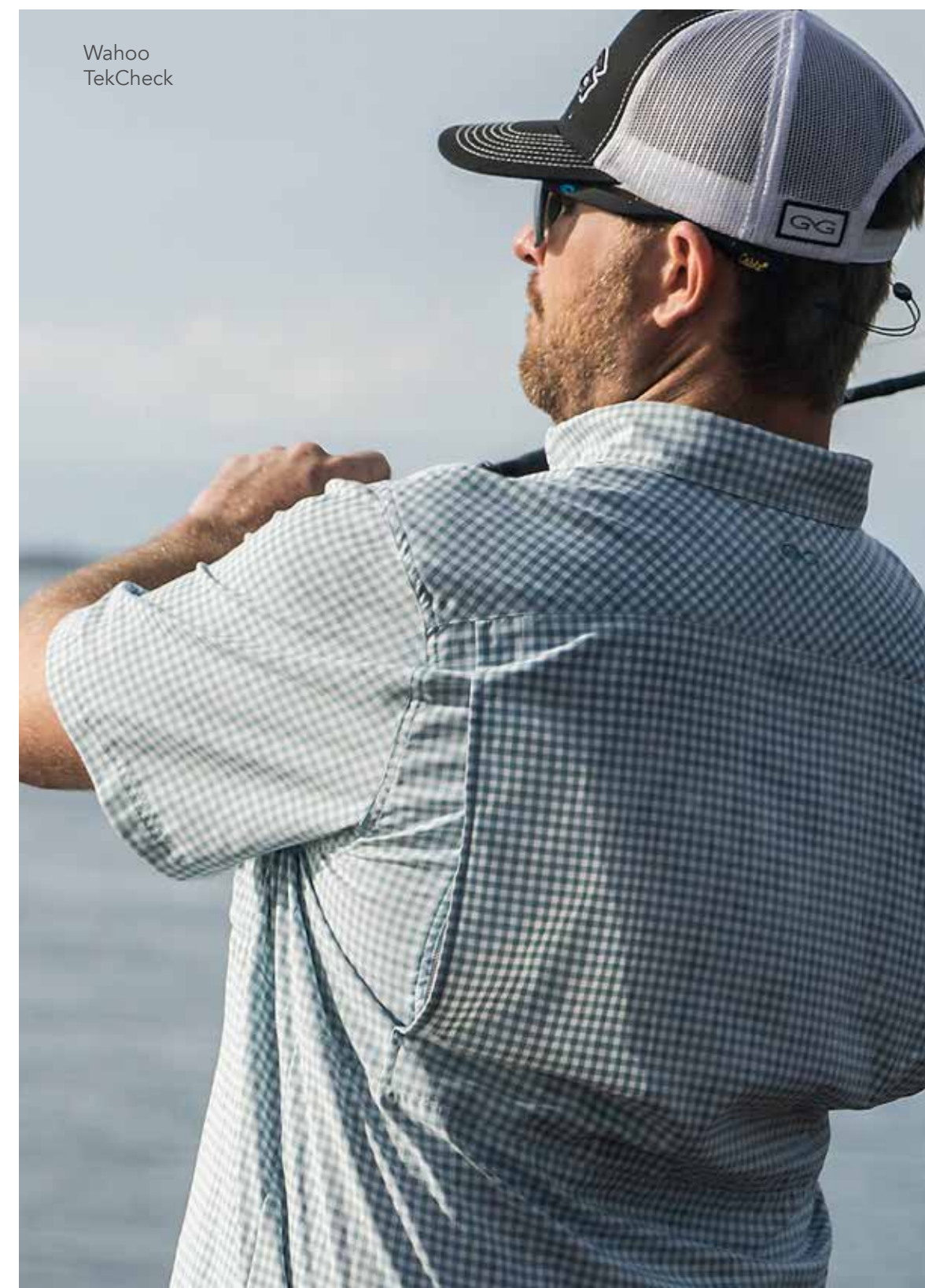
MALLARD
1041MLD



OCEANIC
1041OCN



SLATE
1041SLT



TEKCHECK™ SHIRT I LONG SLEEVE

If you could only have one shirt in your closet, it'd be tough to top the TekCheck long-sleeve shirt. Featuring all the coverage, comfort, and durability you'd expect from GameGuard gear, it has everything you need to go from sunup to sundown and beyond.

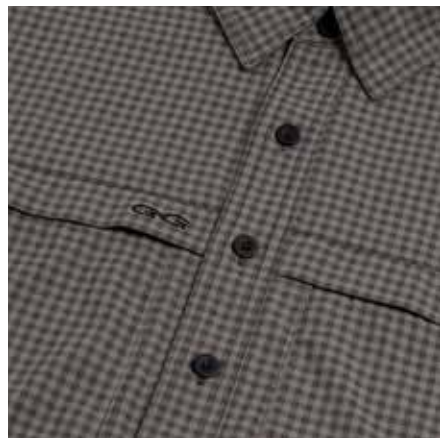


Bark TekCheck I Long Sleeve

Please note that colors may vary slightly between production lots.



BARK
1042BRK



GUNMETAL
1042GUN

GunMetal
TekCheck I
Long Sleeve



MICROTEK™

UNSTOPPABLE STRETCH AND GO

Every hunter and angler has to live a double life as a functioning member of society, and that's where our MicroTek material is essential. Want to squeeze in an early-season bow hunt before work or close up the barn on the way to dinner? MicroTek's wrinkle-free, stain-resistant, and breathable properties will ensure your secret stays that way.

MICROTEK™ SHIRT

There's only so much room in a closet, so you can ditch those dress shirts and go with the GameGuard MicroTek shirt. It can shed stains and fend off wrinkles, so you can be sure your outdoor shirt can get away with being an indoor shirt. Paired with supreme breathability and comfort, you're ready for anything.



Deep Water MicroTek



MAHI
1051HMH



AGAVE
1051HAGV



CRIMSON
1051HCRM



MAROON
1051HMAR

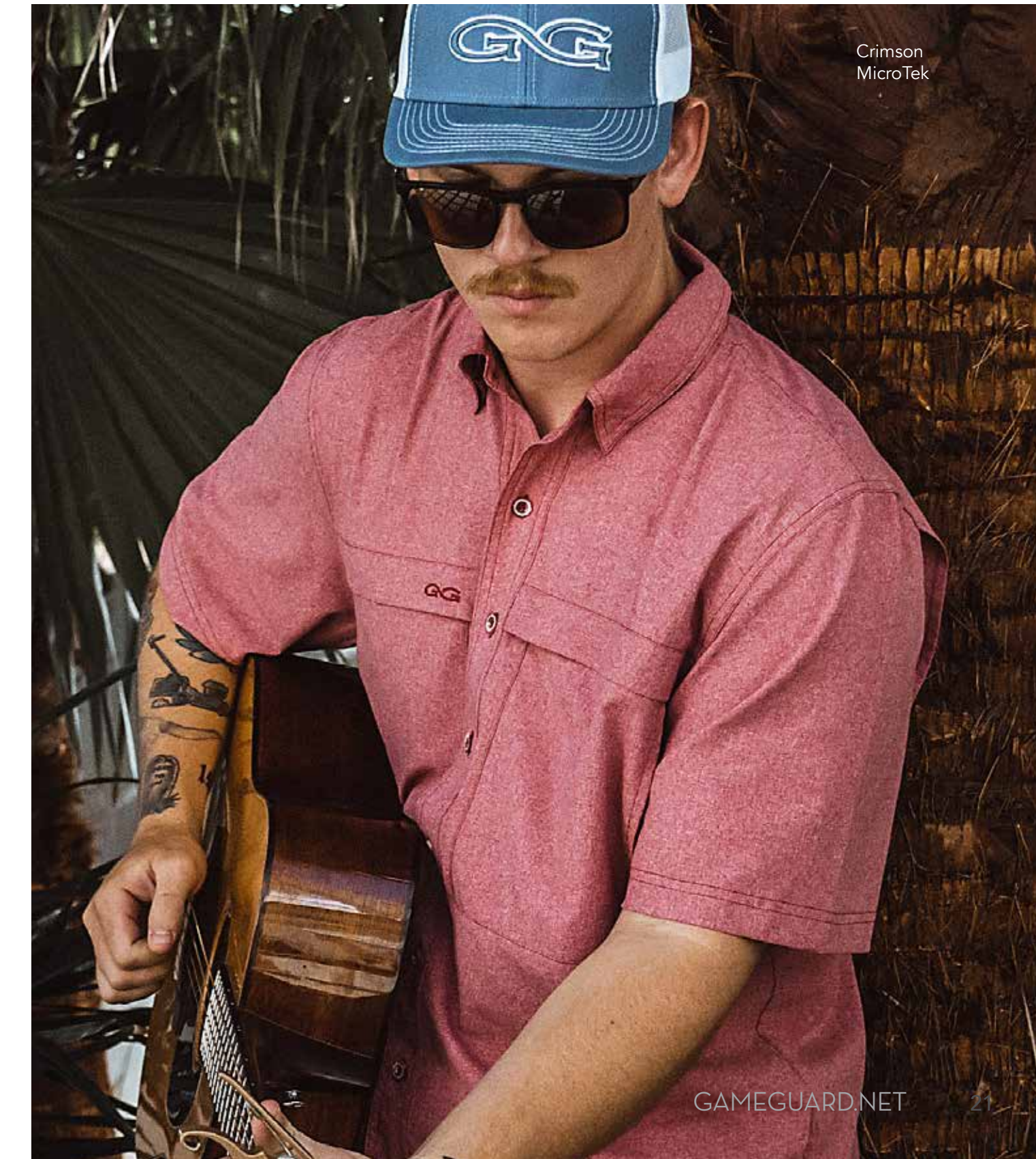


DEEP WATER
1051HDPW



CAVIAR
1051HCAV

Please note that colors may vary slightly between production lots.





PEARL SNAP

A TWIST ON THE BUTTON-UP

Who says Texas style has to stay in the stockyards? Take some western flair with you into the field with our lineup of Pearl Snap shirts featuring breathable, wrinkle-free, and stain-resistant MicroTek materials.

PEARL SNAP SHIRT

In Texas, nothing says rugged charm better than a pearl snap. The GameGuard Pearl Snap shirt has the added benefit of being a hard-working piece of outdoor gear. It looks like you can have your steak and eat it, too.



Ironwood Pearl Snap



GLACIER
1061GLC



MAHI
1061MHI



DEEP WATER
1061DPW



IRONWOOD
1061IRN



MESQUITE
1061MSQ



SLATE
1061SLT

Please note that colors may vary slightly between production lots.



Mahi Pearl Snap

PEARL SNAP SHIRT | LONG SLEEVE

If you think George Strait needs a spot on Mount Rushmore, the long-sleeve GameGuard Pearl Snap shirt is going to fit just fine. Featuring our moisture-wicking, stain-resistant, and wrinkle-free MicroTek material, it'll make for a great day in the field or wherever your boots will take you.



Agave Pearl Snap | Long Sleeve



AGAVE
1063HAGV



CRIMSON
1063HCRM



MAROON
1063HMAR



DEEP WATER
1063HDPW



CAVIAR
1063HCAV



Deep Water
Pearl Snap |
Long Sleeve

Please note that colors may vary slightly between production lots.

LADIES

PERFORMANCE AND STYLE

At GameGuard, we know nothing fits a ladies' lifestyle better than a day on the water or in the woods. Our full lineup of ladies' apparel is designed with the active hunter and angler in mind, offering the perfect fit and performance where the rest of the outdoor industry tends to fall short. Ultimately, the outdoors is for everyone—which means the guys can tag along, too, as long as they can keep up.

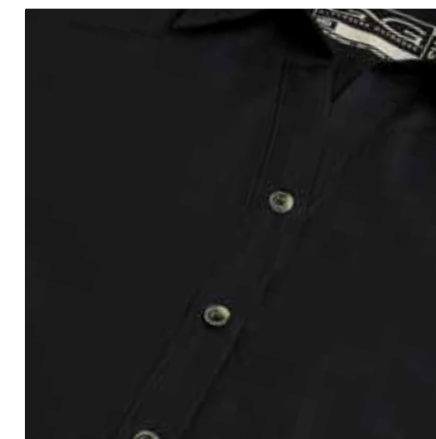


LADIES' MICROFIBER

The hunting and angling women of the world may follow the same pursuits as men, but they sure as heck don't want the same fit. It's about time you moved on from those tents other companies call shirts and slipped into something better—our moisture-wicking, sun-defying, do-it-all Ladies' MicroFiber shirt.



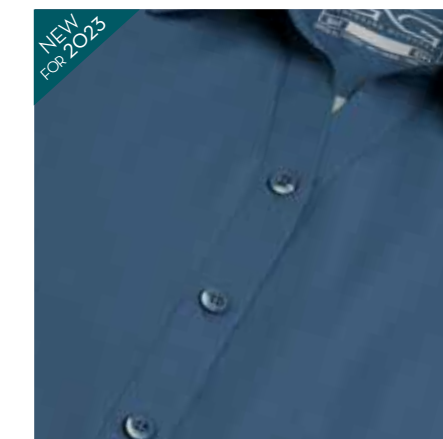
Ladies' Caviar MicroFiber



CAVIAR
1133CAV



GAMEGUARD
1125GGC



WAHOO
1133WHO



AGAVE
1133AGV



Please note that colors may vary slightly between production lots.

YOUTH

ADVENTURE AWAITS

No one deserves quality gear more than the future outdoorsmen and women of the world. Open their eyes to the wonders of the natural world in comfort with a GameGuard Youth lineup that's big on functionality, even for the smallest adventurers.



YOUTH MICROFIBER

You want their earliest outdoor memories to be good ones, and that starts with comfort. Our Youth MicroFiber shirt has everything our adult shirts have: ventilation, quick-drying materials, sun protection, and that classic GameGuard style. We'll help you show them everything nature has to offer by giving them everything we have to offer.



Youth Wahoo MicroFiber

Please note that colors may vary slightly between production lots.



GAMEGUARD
1233GGC



WAHOO
1233WHO



ARRIVING HOLIDAY 2023

GRAPHIC TEE

Add some vintage style to your wardrobe with our nature inspired graphic tees. These super-soft cotton blend crewneck tees come in a variety of colors with coordinating graphics to showcase our love of the outdoors.



HYDROBLUE GRAPHIC TEE
1011HYB007



SUNDIAL GRAPHIC TEE
1011SDL006



AQUATIC GRAPHIC TEE
1011AQC005



CHARCOAL GRAPHIC TEE
1011CHR004



DEEP WATER GRAPHIC TEE
1011DPW002



IRONWOOD GRAPHIC TEE
1011IRN003



LAVA ROCK GRAPHIC TEE
1011LVR008



RAINWATER GRAPHIC TEE
1011RNW001

PERFORMANCE

A SUSTAINABLE SHIELD

A day on the water could lead to anything—blistering sun, howling winds, or a combination of both. Our Performance Line is designed for all of it and more. Each hoody is made of recycled plastic and uses 15.5 water bottles, which is not only great for the planet but also offers antimicrobial properties and UPF 50+ to block out 98% of the sun’s rays. Our Neck Gaiter is a versatile addition to any outdoor adventure, able to keep you protected from the sun, wind, and even add a bit of visibility with reflective logos on the front and back.

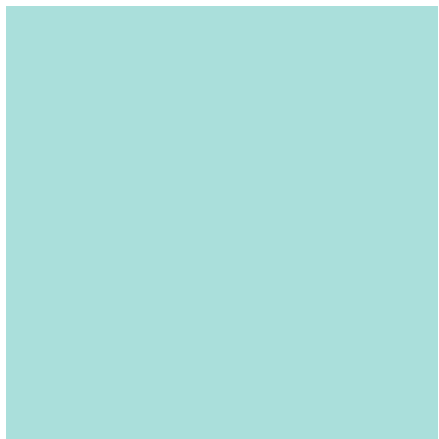


PERFORMANCE MEN'S

The GameGuard Performance Hoody is a go-to for any kind of adventurer. It’s the perfect shirt for layering up on those crisp morning hikes or pairing with your favorite sweats to run your weekend errands. Either way, it offers 98% protection from the sun’s rays, moisture-wicking capabilities, and antimicrobial resistance all in buttery-soft comfort.



Caviar | Olive
Performance Hoody



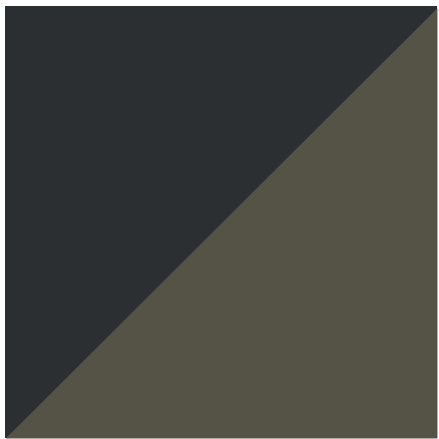
SEA GLASS
1038SEA



SMOKE
1038SMK



CAVIAR | GAMEGUARD
1038LCVG



CAVIAR | OLIVE
1038CVO



CAVIAR
1038CAV



Please note that colors may vary slightly between production lots.

PERFORMANCE LADIES' & YOUTH

Our Performance Hoody and Tee is as versatile as your interests—ready for an inshore fly-fishing trip or a well-deserved flight to Cabo. With our unmatched UPF 50+ sun protection and antimicrobial features, you can even get away with wearing this for the flight and the beach on the same day.



Caviar Ladies' Performance Hoody

Please note that colors may vary slightly between production lots.

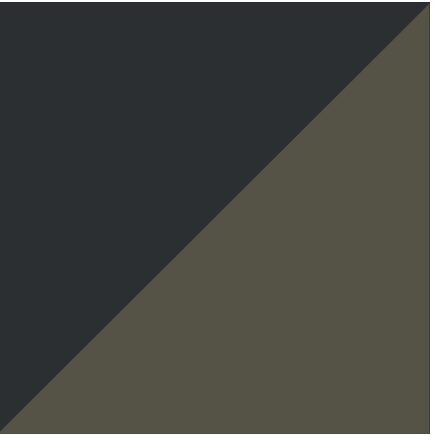
LADIES' HOODY



SEA GLASS
1138LSEA



SMOKE
1138LSMK

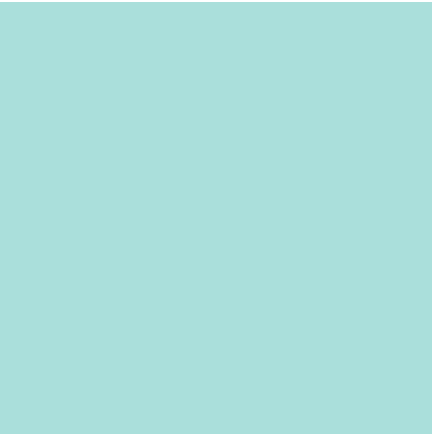


CAVIAR | OLIVE
1138LCVO



CAVIAR
1138LCAV

LADIES' TEE



SEA GLASS
1148LSEA



SMOKE
1148LSMK

YOUTH HOODY



SMOKE
1238LSMK



CAVIAR | GAMEGUARD
1238LCVG



NECK GAITER

Choose the perfect Neck Gaiter for your interests. Our Smoke and Sea Glass color options are perfect for protecting from sunburns while you're dropping a line off the side of the boat. Our GameGuard and Caviar are great for shielding your face in the deer stand or keeping the bugs from your face on a long walk.



SMOKE
4238SMK



SEA GLASS
4238SEA



GAMEGUARD
4238GGC



CAVIAR
4238CVO

Please note that colors may vary slightly between production lots.

Smoke
Neck Gaiter



CAPS

ADVENTURES CAN TAKE YOU ANYWHERE

The perfect cap is like a fine wine or a great-aged steak. It only gets better with time. Every trip outdoors leaves a little mark, and a great cap helps tell the story. Start the journey off right with our full lineup of GameGuard caps, designed to hold up for the next adventure and then some.



GunMetal | Glacier Cap



Polyester MeshBack

Deep Water | White MeshBack Cap



Cotton Twill Front



7-Tab SnapBack Closure

MESHBACK CAPS

BLANKS AVAILABLE FOR DECORATING.



GameGuard | Stone
MeshBack Cap



GUNMETAL | WHITE
5115LGUN



MAROON | WHITE
5115LMAR



DEEP WATER | WHITE
5115LDPW



CAVIAR | WHITE
5115LCAV



GAMEGUARD | STONE
5125LGCC



CHOCOLATE | STONE
5125LCHO



**GAMEGUARD |
UNSTRUCTURED**
5055LGCC



OLIVE | STONE
5125LOLV



GAMEGUARD | FITTED
5130LGCC

Mesquite | Chocolate
MeshBack Cap



GUNMETAL | CAVIAR
5121LGUN



CAVIAR | CAVIAR
5121LCAV



GAMEGUARD | CHOCOLATE
5122LGCC



MESQUITE | CHOCOLATE
5122LMSQ



SMOKE | GLACIER
5155LSMK



BLAZE | GLACIER
5155LBLZ



BLAZE | GLACIER
5118LBLZ



WHITE | GLACIER
5119LWHT



GUNMETAL | GLACIER
5119LGUN



CRIMSON | GLACIER
5165LCRM

Please note that colors may vary slightly
between production lots.

TWILLBACK CAPS

BLANKS AVAILABLE FOR DECORATING.



STONE | GAMEGUARD
5140LSTN



CHOCOLATE | GAMEGUARD
5140LCHO



MESQUITE | GAMEGUARD
5140LMSQ



AGAVE | GAMEGUARD
5140LAGV



CAVIAR | GAMEGUARD
5140LCAV



GAMEGUARD
5153LGCC



Agave | GameGuard
Twill Back Cap

TRICOLOR CAPS

BLANKS AVAILABLE FOR DECORATING.



RED | GLACIER
5155LRED



DEEP WATER | STONE
5160LDPW



OLIVE | STONE
5160OLV



CAVIAR | STONE
5160LCAV



Caviar | TriColor | Stone
Cap

Please note that colors may vary slightly between production lots.

COOLER BAGS

36 CANS + 20 LBS OF ICE = THE 36-20 PRINCIPLE

It's about time we started thinking about a cooler as essential gear, not just an accessory. After all, they have an important job, protecting some of your most valuable aspects of a trip—cold beers and meat, of course. GameGuard Cooler Bags are built to keep food fresh so you can stay refreshed. Carry up to 36 cans plus 20 pounds of ice with confidence.



Deep Water
Cooler Bag



Capacity:
36 Cans + 20 lbs. Ice

Fully Welded Seams
for a Waterproof
Interior & Exterior



Deep Water
Cooler Bag



Durable
Lightweight
Exterior

COOLER BAGS

We tested, revised, retested, and revised again to come up with the GameGuard Cooler Bag. The result is an insulating machine built with an exterior dry pocket, weather-proof materials, and fully welded seams for ice that lasts all day and beyond. At just over three pounds, you can forget about lugging that bulky cooler to deer camp.



GAMEGUARD | AGAVE
2001LAGV



GAMEGUARD | CHOCOLATE
2001LCHO



GAMEGUARD | CAVIAR
2001LCAV



CHARCOAL
2048LCHR



CAVIAR
2048LCAV

NEW
FOR 2023



GUNMETAL
2049LGUN

NEW
FOR 2023



DEEP WATER
2049LDPW

NEW
FOR 2023



CAVIAR
2049LCAV

NEW
FOR 2023



GAMEGUARD
2031LGCC



Custom GameGuard
Bottle Opener Included

FIELD GEAR

ADVENTURE ACCESSORIES

Any hunter or angler knows that all the little things add up to a lot. That's why you always test your knots, clean your shotgun, and make sure you pack fresh batteries for those dove decoys that always seem to die mid-hunt. Our lineup of GameGuard Field Gear was designed with the same philosophy. Each accessory is meant to make the little things easier so you can focus more on the big things, like that ruddy buck that just answered your rattle.





GAMEGUARD ACCESSORIES



GAMEGUARD BINO CASE
2033GGC



GAMEGUARD DUFFLE BAG
2023LGCC



GAMEGUARD ACCESSORY BAG
2029LGCC



GAMEGUARD BIRDBELT
2026GGC



GAMEGUARD BACKPACK
2020LGCC



GAMEGUARD ZIPPER POUCH
2125GGC



GAMEGUARD BB GUN CASE
2025GGC



GAMEGUARD RIFLE CASE
2027LGCC



GAMEGUARD SHOTGUN CASE
2028LGCC

Please note that colors
may vary slightly between
production lots.

DRYDUFFLE

A true outdoorsman needs to have full confidence in their gear when the going gets tough, and that's why we're proud to introduce the GameGuard DryDuffle. This beast of a bag is ironclad, with 65 liters of space wrapped in a durable, waterproof tarpaulin fabric. Combined with reinforced handles, backpack straps, and a few well-placed pockets, you'll be ready when all hell breaks loose in the field.

Tarpaulin fabric with waterproof protection

Flexible welded seams with metal zipper pulls

Dry front pocket for quick access

NEW
FOR 2023
Ironwood
DryDuffle

The DryDuffle can be personalized with screen printing; click [HERE](#) for more info on the process.

Reinforced haul handles

Carry it as a duffle or as a backpack

IRONWOOD DRYDUFFLE
2223IRN

MARINE DRYDUFFLE
2223MRN

NEW
FOR 2023

Marine
DryDuffle

GAMEGUARD.NET

OUTERWEAR

GAMEGUARD HAS YOU COVERED

Our designers created GameGuard's OuterWear collection for the tech-savvy outdoor enthusiast. The jackets, vests, and pants feature a variety of features that make them ideal for staying protected against the elements. Our OuterWear collection is constructed with durable and rugged materials to stand up to all you throw its way, giving you ease of movement while keeping you comfortable. So whether you're hiking, camping, or hunting, GameGuard's OuterWear has you covered.



ARRIVING OCTOBER 2023

BARN JACKET

Discover the remarkable comfort and warmth of the Limited Edition GameGuard Heritage Barn Jacket – crafted from 100% rugged Cotton Canvas & diamond quilting for insulation – the most extraordinary canvas jacket we've ever designed!! This new jacket showcases a two-way zippered closure with a snap-close storm flap. Flapped cargo pockets with convenient thumb-looped snap closure for your daily essentials and an interior secured pocket for concealment, this jacket has it all. We have included pockets at each side to keep your hands warm and reinforced bar tacks throughout for long-lasting use. Don't delay; this one won't last long!



Rugged 100% Cotton Canvas

Heritage styling & branding utilizing archived fabrics

200 grams of diamond quilted insulation

Side-entry welt pockets

GameGuard Barn Jacket

Please note that colors may vary slightly between production lots.



Cargo pockets with convenient thumb-looped snap closure



Two-way zippered closure with snap close storm flap



Concealed Interior Pocket

GameGuard Barn Jacket



GUÍA GRANDE™

TECHNOLOGY DRIVEN, ENDURANCE TESTED

Developed to protect you from all that mother nature throws at you and field-tested in the wilds of West Texas, we're proud to bring this world-class gear to outdoorsmen everywhere. Featuring the Official Camo of the Lone Star State®, our performance Guía Grande gear is designed to withstand the harshest conditions. With breakthrough technology and innovation integrated into every stitch, we think 'clothing' is selling it a little short. Think of it as your partner for the next adventure.



GUÍA GRANDE™

JACKET

The Guía Grande Jacket is insulated to keep your body warmth close and keep moisture far, far away. When you're tracking your next target through the cold, rocky expanses of Texas, you need a piece of gear that's up to the challenge. Meet your new best friend.



GAMEGUARD
4025GGC



AGAVE
4025AGV



CAVIAR
4025CAV



Caviar
Guía Grande Jacket

Two-Way Adjustable
Removable Hood

Bonded
Fleece Liner

Secure Deep
Chest Pocket

Breathable Mesh
Underarm Vents

Adjustable
Cuffs

Please note that colors
may vary slightly between
production lots.

GameGuard
Guía Grande Jacket



GUÍA GRANDE™ VEST

The perfect vest gives you plenty of layering options. Paired with a shell, an insulating layer, or both, our Guía Grande Vest offers plenty of mobility without sacrificing warmth. It's adaptable, tough, and reliable—sort of like an old hound dog you don't have to feed.



GameGuard
Guía Grande Vest

Please note that colors may vary slightly between production lots.



GAMEGUARD
4026GGC



AGAVE
4026AGV



CAVIAR
4026CAV



Agave
Guía Grande Vest

GUÍA GRANDE™

BRUSH PANT

We designed the Guía Grande Brush Pant for the most experienced outdoor enthusiasts, which means they're great for just about anyone heading into the field. With a reinforced knee and comfort-focused waistband for long days on your feet, you'll never find a better pair of pants for your next backcountry hunt or excursion.



Agave
Guía Grande Brush Pant

Please note that colors may vary slightly between production lots.



GAMEGUARD
3025GGC



AGAVE
3025AGV



Agave
Guía Grande Pant



Wahoo
MicroFiber I
Long Sleeve

Marine
MicroFiber

SIZE CHART

- CHEST & BUST**
Measure chest under arms and across chest and back. Measure the bust at its fullest point.
- WAIST**
Measure around the natural waistline, allowing the measuring tape to sit comfortably
- HIPS & SEAT**
Measure around the fullest part of the seat.
- INSEAM**
Measure from the top of the interior leg seam to the bottom of the ankle.

MEN

	SM	MD	LG	XL	2XL	3XL	4XL	5XL
CHEST	35-38"	38-42"	42-45"	46-48"	48-50"	50-52"	52-54"	54-56"
WAIST	28-31"	32-34"	35-38"	39-42"	43-45"	46-54"	50-54"	54-56"
INSEAM	32"	32"	33"	33"	33"	34"	34"	34"

LADIES

	XS (2-4)	SM (6-8)	MD (10-12)	LG (12-14)	XL (16-18)	2XL (20-22)
BUST	30-33"	34-37"	38-40"	41-43"	43-46"	46-49"
WAIST	26-29"	29-31"	31-33"	33-35"	36-38"	39-41"
HIPS	36-37"	37-39"	39-41"	42-44"	45-47"	48-50"
INSEAM	28"	28"	28.5"	28.5"	29"	29"

YOUTH

	XS (4-5)	SM (6-7)	MD (8-10)	LG (12-14)
CHEST	23-25"	24-26"	27-30"	30-32"
WAIST	21-23"	22.5-24"	24-26"	25-27"
INSEAM	18"	21"	22.5"	27"

For more detailed information about the size or for construction specifications on any product, please get in touch with our Customer Care team at orders@gameguard.net or 940.464.4800.



GG
GAMEGUARD

GRAPHIC TEES

EXPRESS YOURSELF WITH STYLE

Graphic tees are a wardrobe staple for a reason: they're versatile, comfortable, and can be used to express your personal style. Whether you're looking for a new tee to wear on the weekend or just want to add a pop of personality to your everyday outfit, we've got you covered.