



tə-'na-sə-tē

the quality or fact of being very determined; determination.

TENACITY

Our newest high performance fabric.



Softer than the surface fabric you knew, better than the alphalux you experienced, smoother than the pulse fabric you loved - tenacity raises the bar... again.



ALPHALETE

AMPLIFY

GRAVITY

- Italian sourced yarn and elastic
- Three tiered waistband
- Updated subtle glute contour
- High stretch flexibility



CARGOS | MESH FLARES | AMPLIFY | TENACITY





NEW MEDIUM IMPACT TENACITY CELESTE BRA A/B CUP

The plunging V neckline offers a flattering cut to layer under your favorite Alphalete tops or wear on its own.

- ☰ Second skin
- ✂ Cut and sew knit
- ▣ Deep-V neckline
- 🐺 Alphalete wolf logo
- 👤 A/B cup
- True to size



NEW MEDIUM IMPACT TENACITY CELESTE BRA C/D CUP

The plunging V neckline offers a flattering cut to layer under your favorite Alphalete tops or wear on its own.

- ✂ Cut and sew knit
- ▣ Deep-V neckline
- 🐺 Alphalete wolf logo
- 👤 C/D cup
- True to size





NEW MEDIUM IMPACT TENACITY VALE BRA



This one shoulder bra offers a flattering longline cut and higher neckline making it perfect for any type of workout.

- ≡ Second skin
- ✕ Cut and sew knit
- Longline bra
- 🐺 Alphalete wolf logo
- 👤 A/B/C/D cup
- True to size



NEW MEDIUM IMPACT TENACITY KDM ZIP BRA



The cap sleeves and cropped silhouette offer a flattering cut to show off all your hard work.

- ✕ Cut and sew knit
- 👤 Short sleeve
- 🐺 Alphalete wolf logo
- 👤 A/B/C/D cup
- True to size





NEW MESH ASTOR LONG SLEEVE



The Astor long sleeve shrug features the same fit and styling as the beloved Aura shrug. A new super breathable mesh creates the perfect layering piece to pair with your favorite Alphalete bras and tops.

- ≡ Second skin
- ✕ Cut and sew knit
- 👕 Long sleeve
- True to size



NEW MESH ASTOR FLARED PANT



The Astor flare pant features the same fit and styling as the beloved Aura flare pant. A new super breathable mesh creates the perfect layering piece to pair with your favorite Alphalete bras and tops.

- ≡ Second skin
- ✕ Cut and sew knit
- Alphalete wordmark logo
- ⚙️ Low compression waistband
- True to size
- 📏 33" inseam





NEW **OVERSIZED** OT MUSCLE TANK



Introducing our core cottons. The cotton/modal blend tee is the perfect merge of style and performance. This irresistibly soft fabric feels like butter on. It features a racerback design that you can mix and match with any of your favorite Alphalete outfits.

- ✓ Light weight cotton
- ✓ Alphalete wolf logo
- True to size



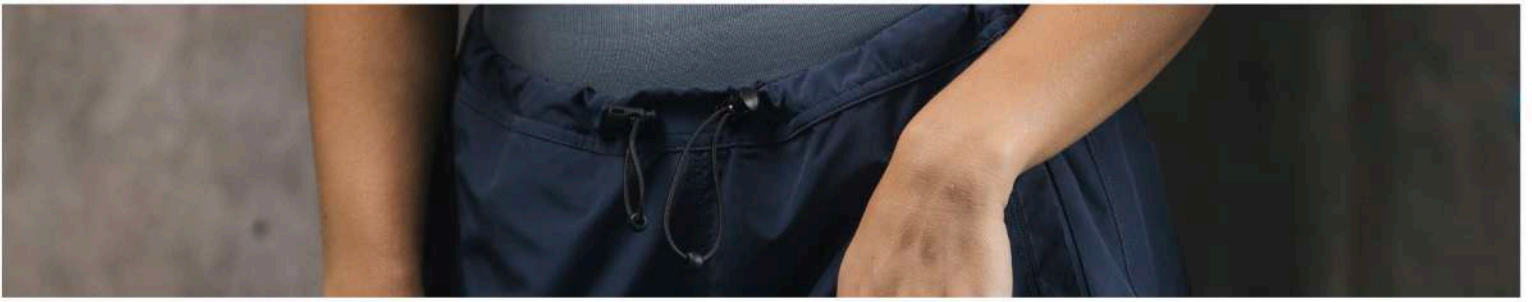
NEW **FITTED** OT CUT TEE



Introducing our core cottons. The cotton/modal blend tee is the perfect merge of style and performance. This irresistibly soft fabric feels like butter on. It features our minimal sewn-on wolf logo, so that you can mix and match with any of your favorite Alphalete outfits.

- ✓ Light weight cotton
- ✓ Short sleeve
- ✓ Alphalete wolf logo
- True to size



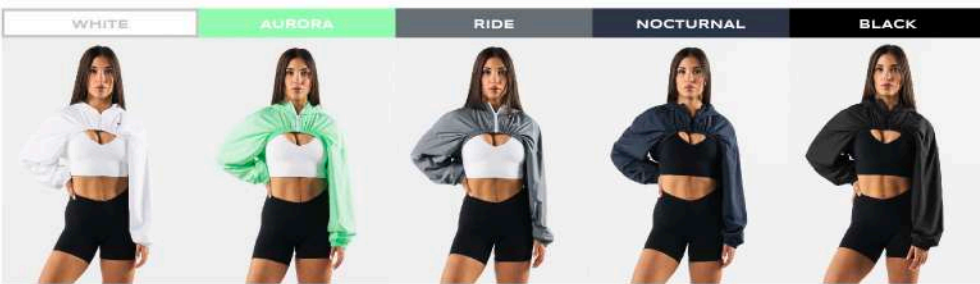


NEW RELAXED TAFT ARRIVAL JACKET



With a smooth woven fabric, this jacket is perfect for wearing to and from the gym or during a cold outdoor workout for some added warmth. The wide sleeves and gathered hem make for the perfect oversized laid back look, the high crop makes this the perfect piece to layer over your favorite Alphalete bras and tops.

- Woven fabric
- Long sleeve
- Alphalete wolf logo
- True to size



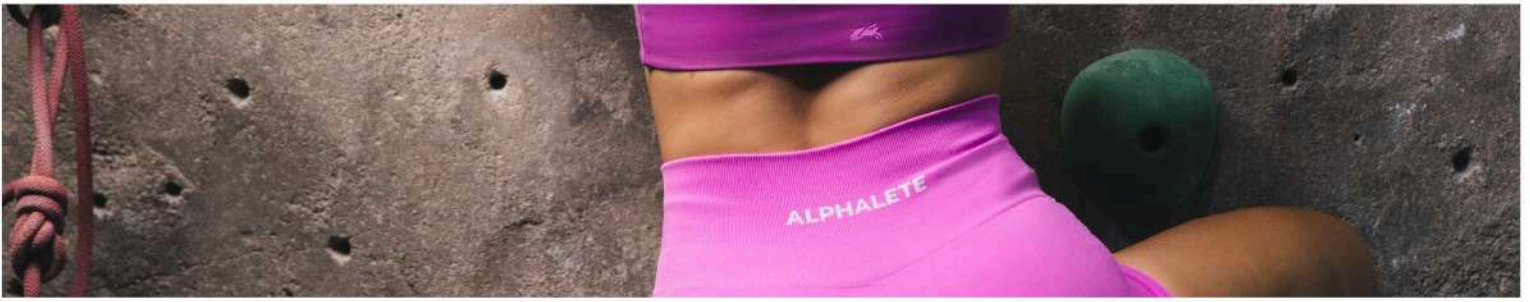
NEW OVERSIZED TAFT ARRIVAL LOW RISE PANT



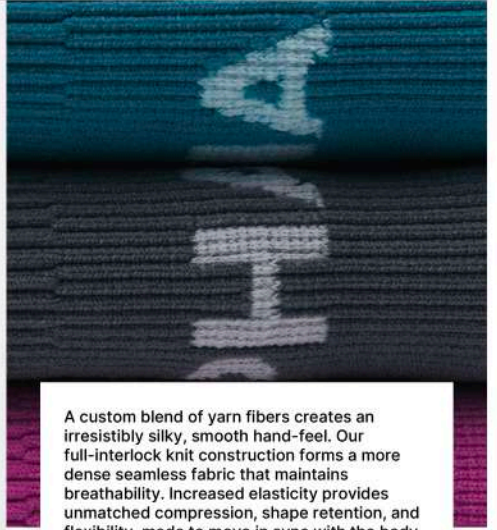
With a smooth woven fabric, these pants are perfect for wearing to and from the gym or during a cold outdoor workout for some added warmth. The mid rise cut draws in the waist while the adjustable waistband and wide legs gives the perfect oversized, relaxed look.

- Woven fabric
- Drawstring waistband
- Alphalete wolf logo
- True to size





NEW COLOR HIGH IMPACT **AMPLIFY GRAVITY SHORT**



A custom blend of yarn fibers creates an irresistibly silky, smooth hand-feel. Our full-interlock knit construction forms a more dense seamless fabric that maintains breathability. Increased elasticity provides unmatched compression, shape retention, and flexibility, made to move in sync with the body. The physique-enhancing rib paneling provides ideal support and durability. Amplify bottoms are designed to accentuate curves in all the right places.

- ∞ Seamless knit
- 3 - 4.5" inseam
- Alphalete wordmark logo
- ✱ High compression waistband
- True to size



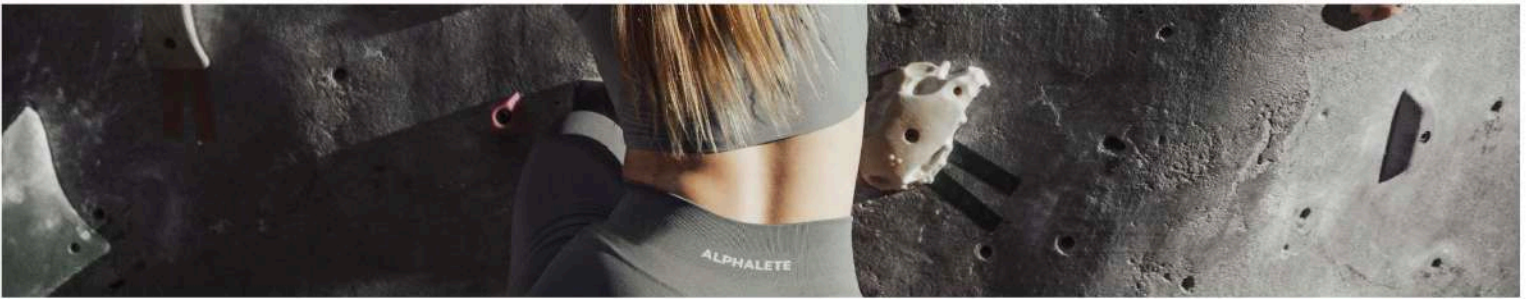
NEW COLOR HIGH IMPACT **AMPLIFY GRAVITY LEGGING**



A custom blend of yarn fibers creates an irresistibly silky, smooth hand-feel. Our full-interlock knit construction forms a more dense seamless fabric that maintains breathability. Increased elasticity provides unmatched compression, shape retention, and flexibility, made to move in sync with the body. The physique-enhancing rib paneling provides ideal support and durability. Amplify bottoms are designed to accentuate curves in all the right places.

- ∞ Seamless knit
- 25" inseam
- Alphalete wordmark logo
- ✱ High compression waistband
- True to size





NEW OVERSIZED PARTICLE TEE

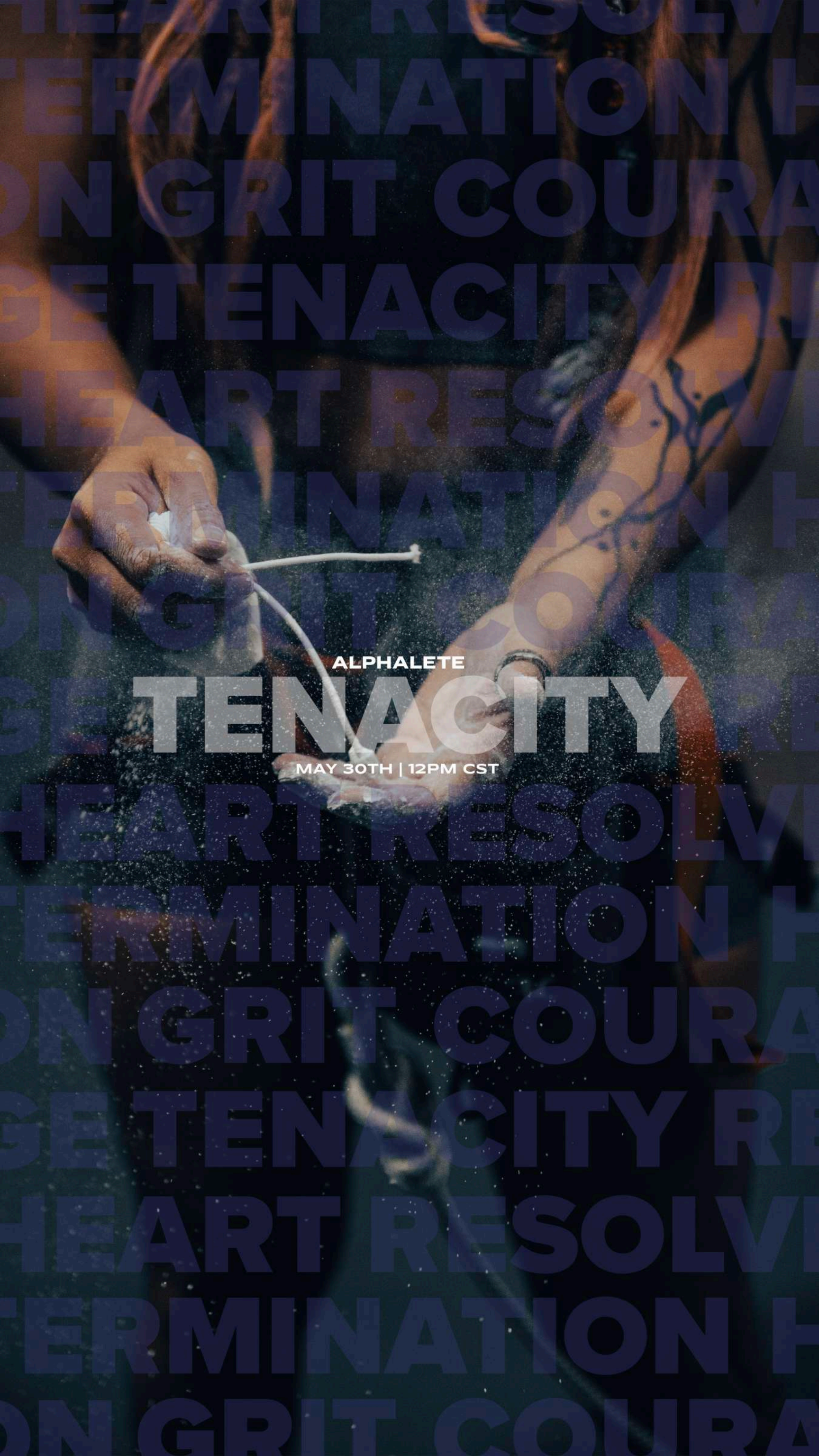


IS AN INDIVIDUAL WHO INSPIRES
DREAM MORE. AND

Introducing our core cottons. This 100% cotton tee is the perfect merge of style and performance. This irresistibly soft fabric feels like butter on. It features our new particle graphic across the back, making it the perfect pump cover to wear in and out of the gym.

- 100% Core cotton
- Alphalete Graphic
- True to size





ALPHALETE

TENACITY

MAY 30TH | 12PM CST