
ALPHALETE
PART 2
07.27.24

ARE

THINGS

HEATING

UP

THINGS ARE HEATING UP. INTRODUCING AN ALL NEW COLLECTION OF PIECES AS BOLD AS THE SUN - WE'RE SO EXCITED TO SHOW YOU A FULL IN DEPTH LOOK INTO WOMEN'S HEATWAVE.

ALPHALETE

HEATWAVE

PART 2

07.27.24

COOLING MESH, SOLAR FLUORESCENTS, AND MELTING GRAPHICS ARE THE KEY FEATURES IN JULY 27TH'S SUMMER COLLECTION. MAKE A STATEMENT WITH OUR FIRST EVER OPEN BACK BODYSUIT, PARKER BIKER SHORTS, AND MIX AND MATCH LAYERING.



ALPHALETE / HEATWAVE 2

07 | 27 | 24 • 12PM CST

TENACITY

IS HERE TO STAY

High performance fabric that exceeds every expectation.
Extremely high stretch, buttery soft feel,
and unrestricted movement.





ALPHALETE / HEATWAVE 2

07 | 27 | 24 • 12PM CST


ALPHALETE
BE MORE. LEARN MORE. DREAM MORE.









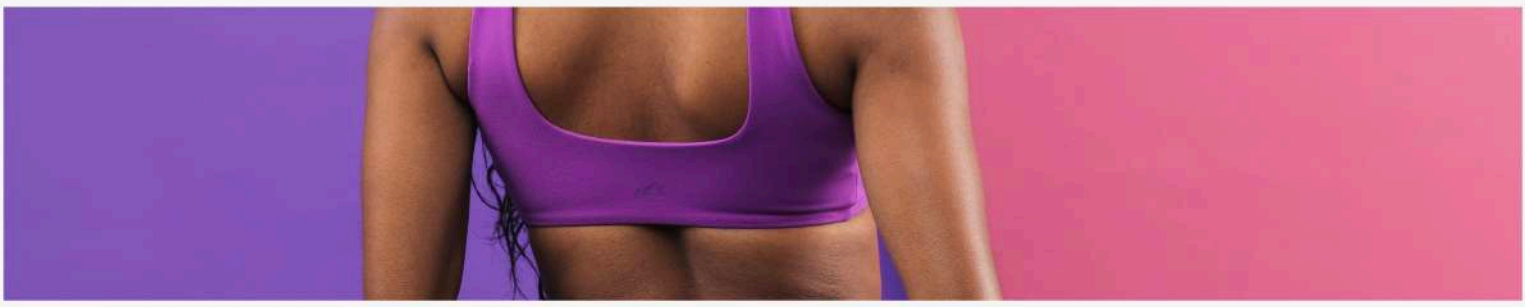







ALPHALETE / HEATWAVE 2

07 | 27 | 24 • 12PM CST



NEW STYLE FITTED

TENACITY OLIVIA SCULPT BRA







Extreme high stretch meets a buttery soft hand-feel to make this fabric the perfect ten. These bras allow for unrestricted movement and breathabili-ty making them perfect for high intensity training. The updated version of our Aura Sculpt bra, with an extremely flattering square neckline.

- A/B cup
- Low profile
- Square neck
- Buttery soft
- High sweat
- 75% Nylon 25% Spandex

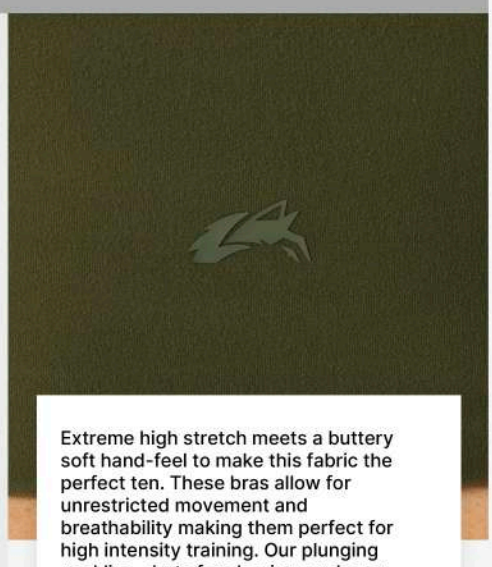


NEW STYLE FITTED

TENACITY DEEP V CADY BRA







Extreme high stretch meets a buttery soft hand-feel to make this fabric the perfect ten. These bras allow for unrestricted movement and breathability making them perfect for high intensity training. Our plunging neckline, darts for shaping, and open back will make this bra your new favorite to wear to the gym.

- A/B/C cup
- Deep V neckline
- Racer back
- Buttery soft
- High sweat
- 75% Nylon 25% Spandex



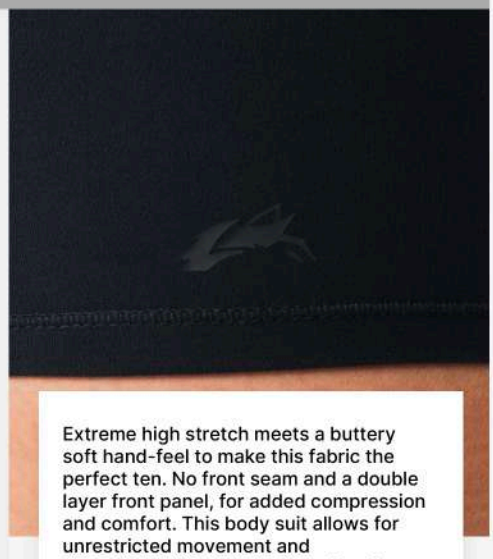


NEW STYLE FITTED

TENACITY KOHL BODY SUIT







Extreme high stretch meets a buttery soft hand-feel to make this fabric the perfect ten. No front seam and a double layer front panel, for added compression and comfort. This body suit allows for unrestricted movement and breathability making them perfect for high intensity training.

- A/B cup
- Low profile
- Square neck
- Buttery soft
- High sweat
- 75% Nylon 25% Spandex

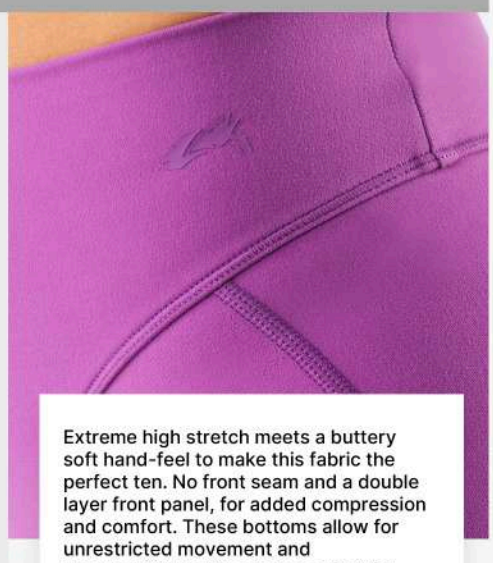


NEW STYLE FITTED

TENACITY PARKER BIKE SHORT







Extreme high stretch meets a buttery soft hand-feel to make this fabric the perfect ten. No front seam and a double layer front panel, for added compression and comfort. These bottoms allow for unrestricted movement and breathability making them perfect for high intensity training.

- 7"
- High rise
- Buttery soft
- High sweat
- 75% Nylon 25% Spandex





NEW STYLE FITTED

MARGO MESH TANK







Our Margo mesh tank is a fitted layering piece designed to keep you cool in the heat! Wear it over any of your favorite Alphalete bras for mix and match styles. This item runs small, we recommend sizing up.

- Strappy
- Racer back
- Breathable mesh
- Layering
- 65% Nylon 35% Spandex

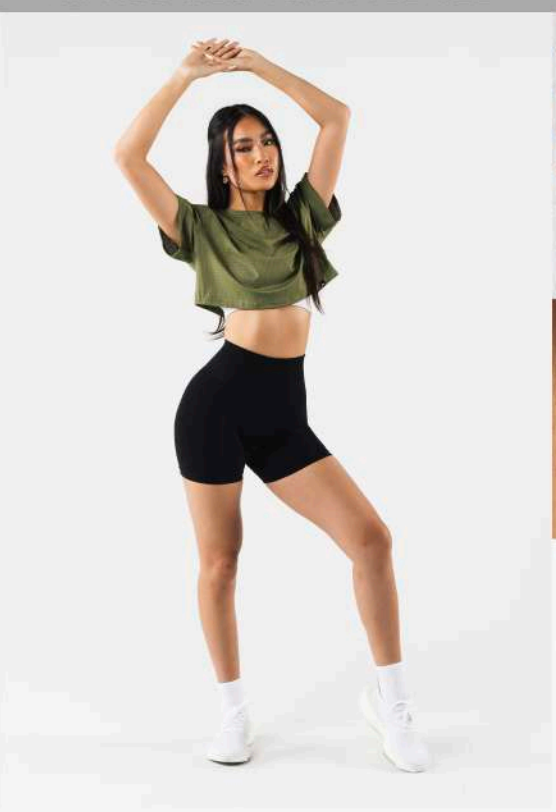
WHITE | BLAZE | AGAVE | BLACK



NEW STYLE OVERSIZED

MARGO MESH CROPPED TEE







This light weight mesh makes for the perfect summer layering piece. Wear it over any of your favorite Alphalete bras for a stylish layer that will help keep you cool in the summer heat.

- Short sleeve
- Breathable mesh
- Layering
- 65% Nylon 35% Spandex

WHITE | BLAZE | AGAVE | BLACK





NEW STYLE RELAXED

MARGO MESH SHORT







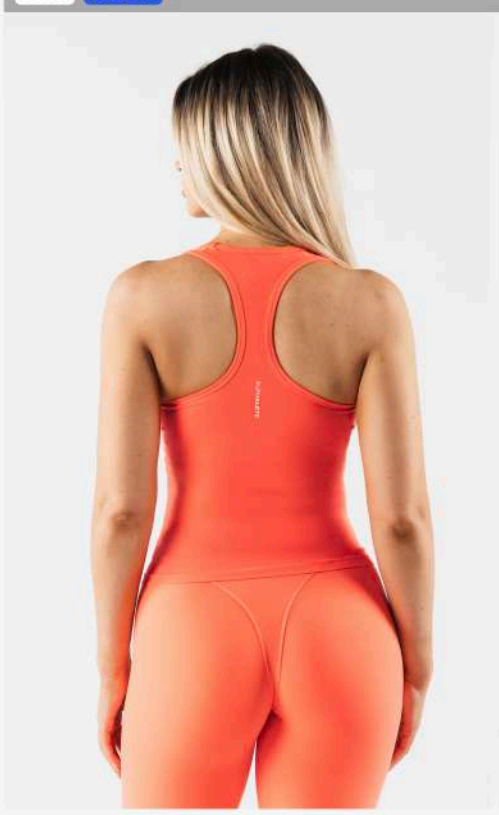
Designed to be layered over any of Alphalete's form fitting shorts. Our Margo mesh shorts feature high slit side seams for free movement during your favorite workouts. Match them with coordinating Tenacity colors, or get creative and pair them over Amplify for a combination that expresses your style. This items runs true to size, if in between sizes we recommend sizing up.

- 2.5"
- Adjustable
- Mid rise
- Breathable mesh
- Layering
- 65% Nylon 35% Spandex



NEW FITTED

AMPLIFY ICE TANK







With the same tried and true amplify fabric, the new Ice tank makes for the perfect, versatile layering piece. Compression and breathability allows you to look and feel your best. Our original amplify fabric creates an irresistibly silky, smooth hand-feel while the full-interlocking knit offers the flexibility to move freely.

- Racerback
- Square neck
- Smooth
- High sweat
- 51% Polyamide 38% Polyester 11% Elastane



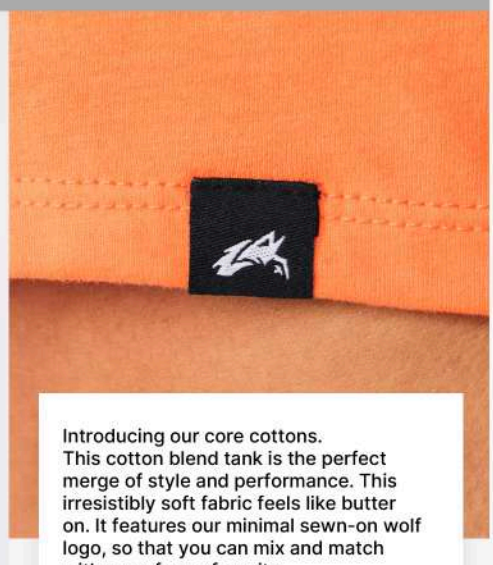


NEW COLOR RELAXED

OT MUSCLE TANK







Introducing our core cottons.
This cotton blend tank 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.

- Deep armhole
- Racer back
- Breathable cotton
- Warm-up, cool-down, recovery
- 50% Cotton, 50% Polyester

FADED HEAT | VERBANA | BLACK

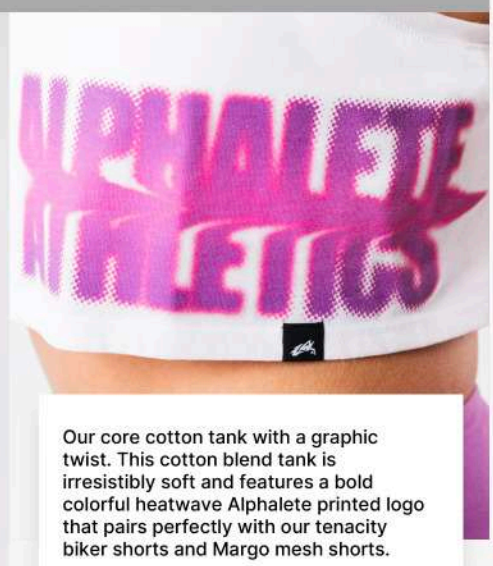


UPDATED FIT RELAXED

OT GRAPHIC MUSCLE TANK





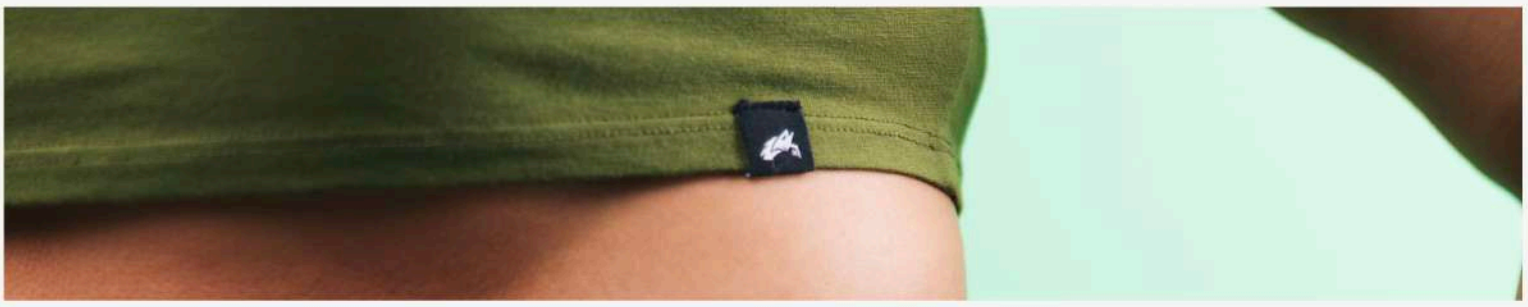


Our core cotton tank with a graphic twist. This cotton blend tank is irresistibly soft and features a bold colorful heatwave Alphalete printed logo that pairs perfectly with our tenacity biker shorts and Margo mesh shorts.

- Cap sleeve
- Cropped
- Brushed
- Warm-up, cool-down, recovery
- 47.5% Cotton, 47.5% Modal, 5% Elastane

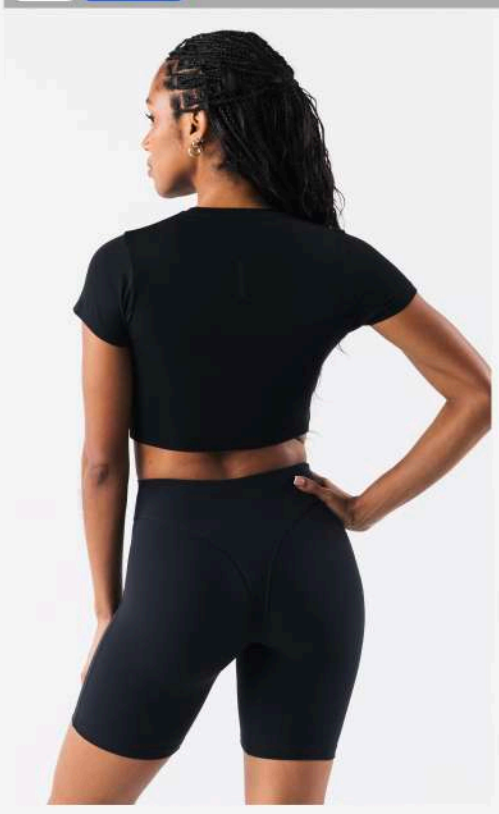
WHITE

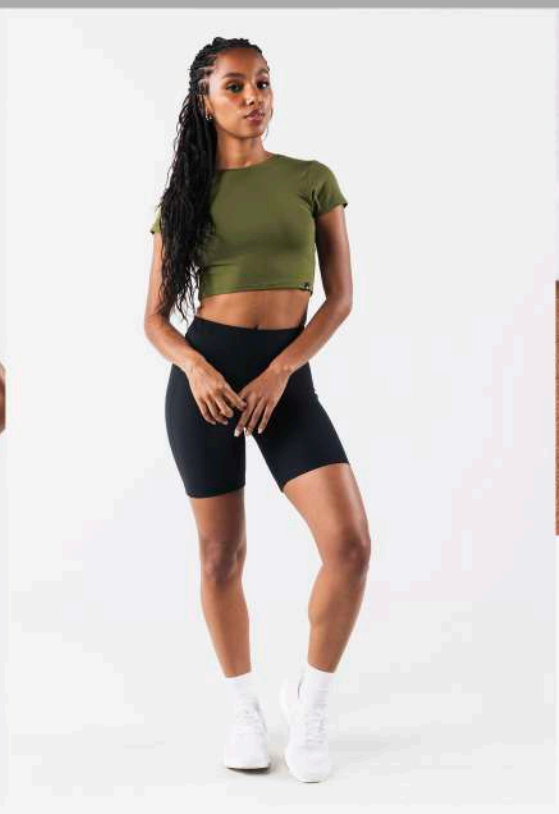


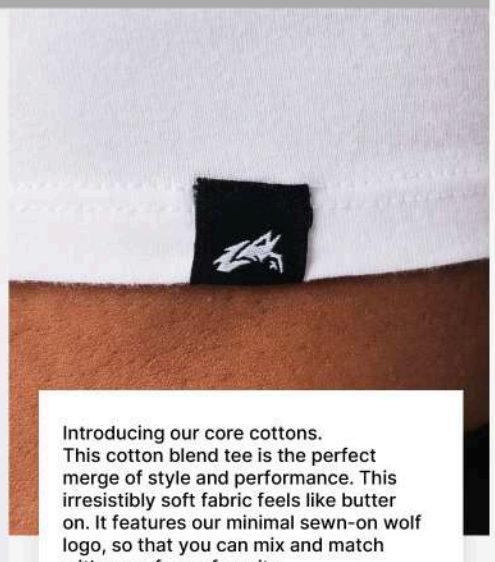


NEW RELAXED

OT CUT TEE







Introducing our core cottons.
This cotton 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.

- Cap sleeve
- Cropped
- Brushed
- Warm-up, cool-down, recovery
- 47.5% Cotton, 47.5% Modal, 5% Elastane

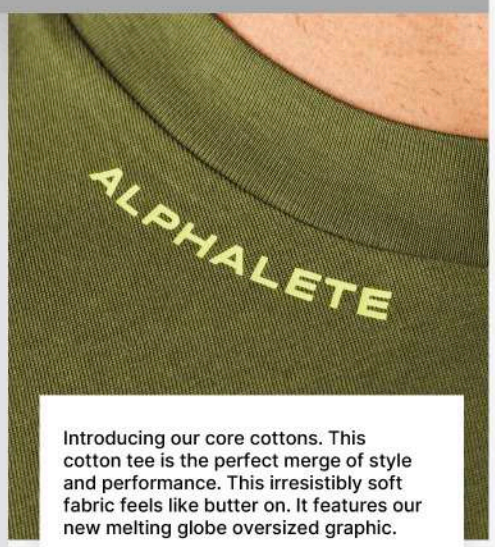


UPDATED FIT RELAXED

OT UNISEX TEE







Introducing our core cottons. This cotton tee is the perfect merge of style and performance. This irresistibly soft fabric feels like butter on. It features our new melting globe oversized graphic.

- Graphic
- Breathable cotton
- Warm-up, cool-down, recovery
- 100% cotton



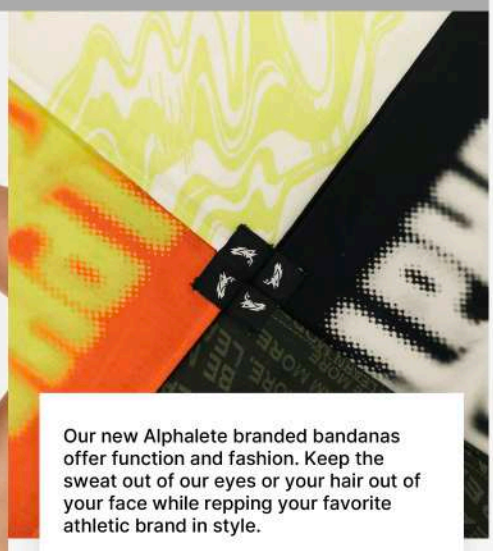


NEW

BANDANA







Our new Alphalete branded bandanas offer function and fashion. Keep the sweat out of our eyes or your hair out of your face while repping your favorite athletic brand in style.

- Graphic
- Versatile styling
- Breathable cotton
- Accessory
- 100% cotton

MULTI-SET HEAT | MULTI-SET BLACK

