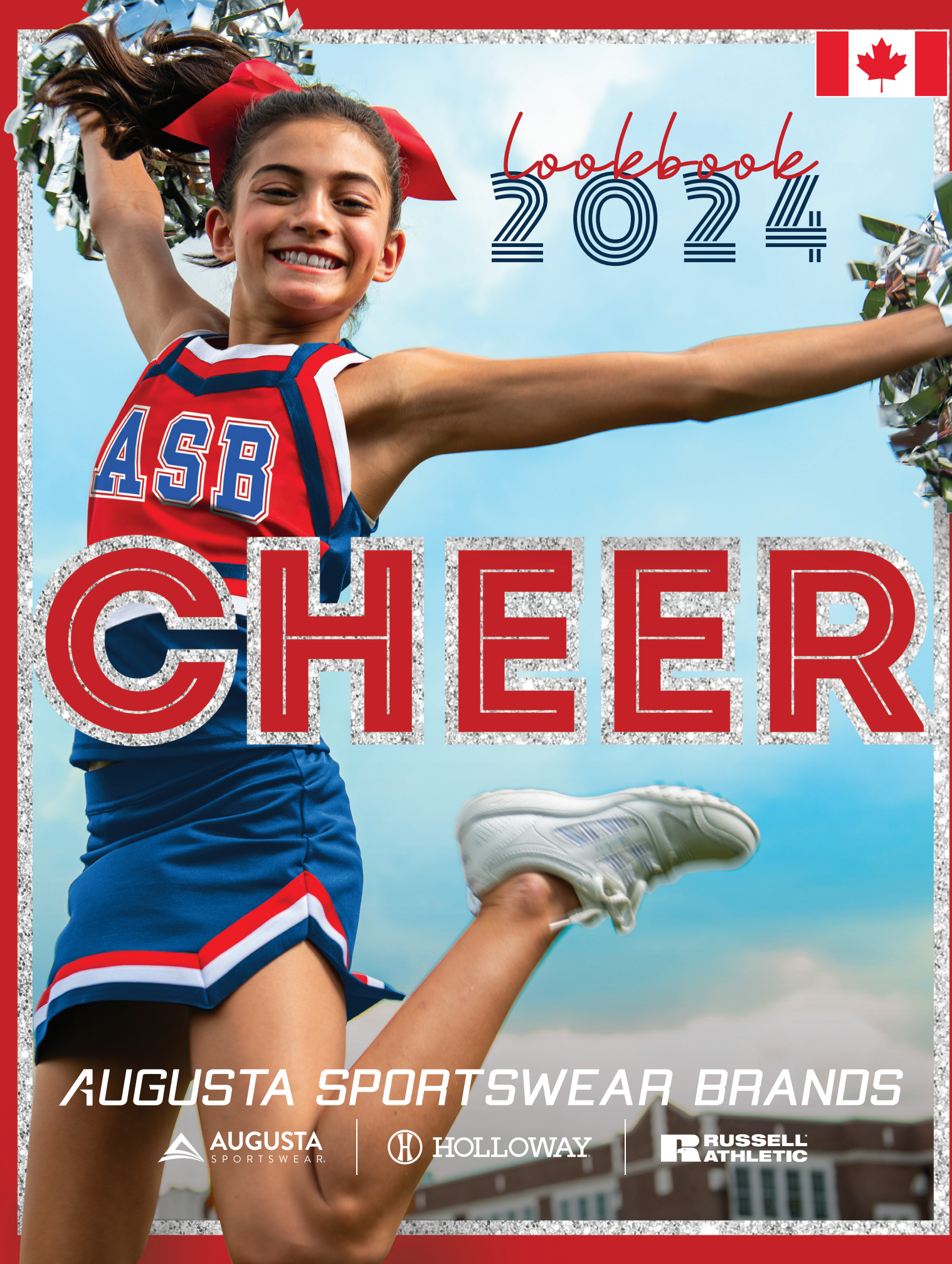
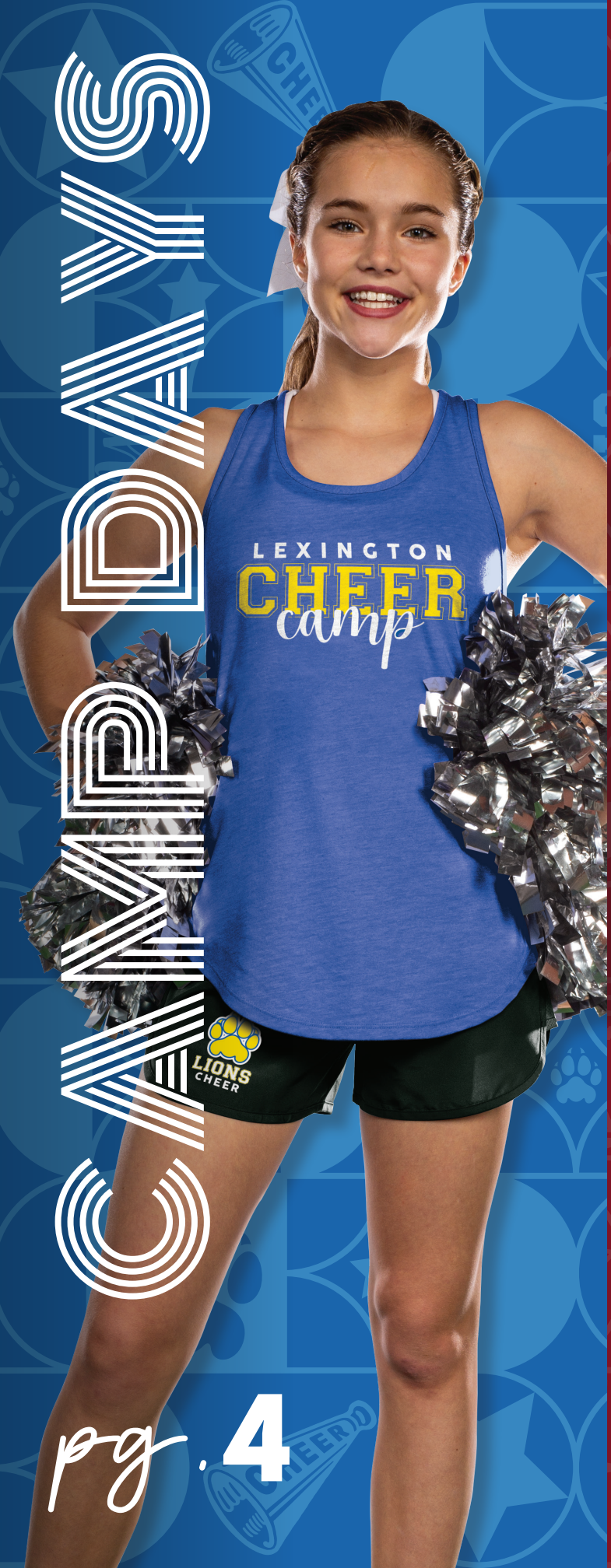

lookbook
2024
CHEER
AUGUSTA SPORTSWEAR BRANDS
AUGUSTA SPORTSWEAR
HOLLOWAY
RUSSELL ATHLETIC

CAMP DAYS



pg. 4

PRACTICE GEAR



pg. 12


GAMEDAY
COACHES
COUGARS
pg. 22
pg. 42


cheer
LEXINGT
HE
am


LMS
HEER
GAME DAY

CAMP COMBOS *for* DAYS

Poms, bows, and more!



Customize your gear with names, team colors, and logos!

Accessories & Bags on pg. 48





MAKE YOUR CAMP A CHEER SUCCESS



A. Cheer Hair Bow | **6701**
B. Girls Lux Tri-Blend Tank | **3079**
C. Girls Wayfarer Shorts | **2431**
D. Ladies Lux Tri-Blend Tank | **3078**
E. Ladies Wayfarer Shorts | **2430**



A. Cheer Hair Bow | **6701**
B. Ladies Momentum Team Tee | **223701**
C. Ladies Sojourner Tank | **2434**
D. Ladies Olympus Shorts | **229389**
E. Cinch Bag | **1905**



A. Cheer Hair Bow | **6701**
B. Youth Stock Cotton-Touch™ Poly Tee | **222696**
C. Girls Pulse Team Shorts | **1266**
D. Ladies Replica Stadium Jersey | **250**
E. Ladies High Rise Tech Tight | **221398**

SUBLIMATE *your* SQUAD

Create your own **CUSTOM** design In **3D** with

FreeStyle SUBLIMATION



A. NEW! Ladies FreeStyle Sublimated Full-Zip Warm-UpJacket | **228356**
B. NEW! Ladies FreeStyle Sublimated Warm-Up Pant | **228357**
C. Ladies FreeStyle Sublimated Flag Football Jersey | **R095ZX**
D. Ladies Pulse Team Shorts | **1265**
E. FreeStyle Sublimated Turbo Training Tee | **228180**
F. FreeStyle Sublimated Training Shorts | **228181**

For available design lines visit **augustasportswear.ca/sublimation**


CAMDEN
CHEER


CAMDEN
CHEER
CAMDEN
CHEER
PRACTICE

PRACTICE *makes* PERFECT

The best variety of tees, shorts, and tights!



Great selection of sizes and colors!



Bags that make practice a cinch!

See pg. 50


CAMDEN
CHEER
CES
cheerleader
EAGLES CHEER
CMS
EAGLES CHEER
CAMDEN
CHEER

A.

B.

C.

D.

PRACTICAL *pairings*





LADIES SUPER SOFT-SPUN POLY TEE
6844



LADIES CUTTER+ JERSEY
6915



LADIES SOJOURNER TANK
2434



LADIES HYPERFORM FITTED SHORTS
2625



LADIES HYPERFORM COMPRESSION TIGHT
2630



LADIES OCTANE SHORTS
1423



E.

F.

A. Girls Lux Tri-Blend Tank | **3079**
B. Girls Pulse Team Shorts | **1266**
C. Ladies NexGen Wicking Tee | **1790**
D. Ladies Hyperform Compression Tight | **2630**
E. **NEW!** All-Day Core Basic 50/50 Tee | **6950**
F. Ladies Jersey Shorts | **987**

SQUAD *goals*

Outfit your whole **SQUAD** with these practice faves!



CINCH BAG

1905



LADIES STOCK COTTON-TOUCH™ POLY TEE

*222796



LADIES DARE SHORTS

*1232



NEW ALL-DAY CORE BASIC 50/50 TEE

6950



TRAINING SHORTS

*1420



*Also available in Girls, Adult, and Youth sizes

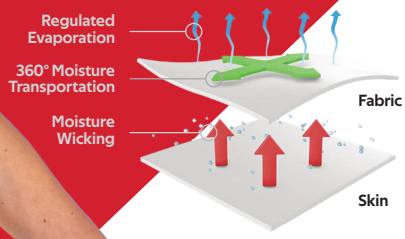


A. Cutter Jersey | **1517**
B. Training Shorts | **1420**
C. Ladies Stock Cotton-Touch™ Poly Tee | **222796**
D. Ladies Olympus Shorts | **229389**
E. Momentum Team Tee | **223501**
F. Whisk 2.0 Shorts | **229511**

KEEP it COOL



Patented Fabric Technology





Knitted Mesh Back Insert on Tank



Hidden Side Pocket

A. Ladies Coolcore® Tank | **222777**
B. Ladies Coolcore® Skort | **222784**
C. Ladies Coolcore® 7/8 Tight | **222702**

Coolcore® is engineered to distribute moisture quickly throughout the garment. As the moisture spreads it dries faster to keep you cool and comfortable, and has UPF 50 sun protection.



D. Coolcore® Tank | **222593**
E. Coolcore® Shorts | **222594**

Product info and more at **AUGUSTASPORTSWEAR.CA**

coolcore® COLLECTION


EES
CHEER
CUBS
cheer
EES


CUBS
GAME DAY

ESSENTIALS *for the*



Uniforms & more
to let your team
spirit shine!



Add a bit of sparkle to your routine!

BIG GAME

WINNING *uniforms*

Customize your uniform with our expert decoration techniques.

Add a shell for chilly nights and undershorts for bonus comfort!





LADIES V-NECK LINER

9012



LADIES DARE SHORTS

1232

A. Cheer Hair Bow | **6701**
B. Girls Pride Shell | **9111**
C. Girls Liberty Skirt | **9116**
D. Spirit Poms | **6003**

NEW





E.

F.

G.

Mix-and-match the **LIBERTY SKIRT** with the new **SQUAD UNIFORM**!

E. Cheer Hair Bow | **6701**
F. **NEW!** Girls Squad Shell | **6924**
G. **NEW!** Girls Squad Skirt | **6926**

OUTERWEAR *with* FLAIR

NEW

A.

B.



A. NEW! Ladies V-Street Jacket | **223747**
B. NEW! Youth V-Street Jacket | **223647**



E. Girls Pike Shell | **9141**
F. Girls Pike Skirt | **9146**
G. Youth Clear Rain Jacket | **3161**

WARM UP *this* SEASON

A.

B.

C.

D.

NEW



Mesh sleeve panel



Side zip pockets



Zippered ankle

A. NEW! Ladies Crosstown Jacket | **223730**
B. NEW! Ladies Crosstown Pant | **223731**
C. NEW! Crosstown Jacket | **223530**
D. NEW! Crosstown Pant | **223531**

To see our full offering of Outerwear visit us on line at **www.augustasportswear.ca**.

NEW





Tried and true **TRAVEL STAPLES** for your squad! Available in Adult, Ladies, and youth styles.

E. **NEW!** Ladies FreeStyle Sublimated Full-Zip Jacket | **228356**
F. **NEW!** Ladies FreeStyle Sublimated Pant | **228357**
G. **NEW!** FreeStyle Sublimated Full-Zip Jacket | **228156**
H. **NEW!** FreeStyle Sublimated Pant | **228157**

I. Ladies Retro Grade Jacket | **229761**
J. Ladies Retro Grade Pant | **229762**
K. Ladies Medalist 2.0 Jacket | **4397**
L. Ladies Medalist 2.0 Pant | **7762**

SHOW some SPIRIT



Show your **TEAM SPIRIT** on and off the field with these game day must-haves!



SEQUIN CHEER HAIR BOW

6702



ALL OUT GLITTER BACKPACK

1106



GIRLS SPRY HOODIE

5441*



SPIRIT POMS

6003



GIRLS ENERGY SKIRT

9126*

*Also available in Ladies sizes



A. Cheer Hair Bow | **6701**
B. Ladies Replica Stadium Jersey | **250**
C. Ladies High Rise Tech Tight | **221398**
D. Ladies Gameday Vintage Hoodie | **6902**

ECO REVIVE™

MADE FROM SUSTAINABLE MATERIALS

PLASTIC BOTTLES COLLECTED

↓

MELTED INTO PELLETS

↓

TO CREATE FIBERS

↓

WOVEN INTO RECYCLED FABRIC



FEEL GOOD ABOUT WHAT YOU WEAR INSIDE & OUT.

A. Ladies Three-Season Fleece Pullover Hoodie | **6867**
B. Three-Season Fleece Full Zip Hoodie | **6899**
C. Ladies Three-Season Fleece Jogger | **6870**
D. Three-Season Fleece Jogger | **6868**

The Three-Season Fleece Collection is available in Adult, Ladies, and Youth sizes. See more styles online!

On opposite page:

E. **NEW!** Ladies All-Pro Performance Fleece Hoodie | **223780**
F. Ladies Spry Hoodie | **5440**
G. Girls Spry Hoodie | **5441**
H. Girls Energy Skirt | **9126**
I. Ladies Weld Jogger | **229799**

Cozy fleece to keep you warm between practices and cool nights on the sidelines.



FLEECE & FANWEAR



To see our full offering of Fleece & Fanwear visit us on line at **www.augustasportswear.ca.**

Cross-over
STYLES for
every event!



E.

F.

Ventura
COLLECTION

A. Ladies Slouchy Crew | **5424**
B. Ladies All-American Fleece Crew | **223490**
C. Ladies Ventura Soft Knit Hoodie | **222798**
D. Ladies Ventura Soft Knit Joggers | **222799**
E. Ladies Training Tank | **1705**
F. Ladies Ventura Soft Knit Shorts | **223704**

GAMEDAY VINTAGE
COLLECTION



The Gameday Vintage Collection is available in Adult, Ladies, and Youth sizes. See more styles online!

A. Gameday Vintage Ringer Tee | **6876**
B. Ladies Gameday Vintage Long Sleeve Tee | **6883**
C. Gameday Vintage Hoodie | **6884**

To see our full offering of Fleece & Fanwear visit us on line at **www.augustasportswear.ca.**



D. Ladies Hooded Low Key Pullover | **229390**
E. Ladies Fanatic 2.0 Tee | **2914**
F. Ladies Fanatic 2.0 Long Sleeve Tee | **2917**

ALL NEW
spiritwear styles
with **ATTITUDE.**



A.

B.

C.

A. NEW! Ladies Monterey Hoodie | **222845**
B. NEW! Ladies Monterey Tee | **223245**
C. NEW! Girls Monterey Long Sleeve Tee | **223346**

SPIRIT *casual*

Sport your **SPIRIT** with comfy, every day styles!

D.



E.



F.



D. Ladies Tri-Blend Tee | **3067**
E. Ringer Tee | **710**
F. Ladies Lux Tri-Blend Long Sleeve Tee | **3077**


KNIGHTS
RMS
CHEER
KNIGHTS CHEER





COACHES

THE NEW
LEGEND
COLLECTION

ladies POLO



Three-Button Placket

Flatters your figure with Ladies fit.

A.

Our polo is **SOFT** and **BREATHABLE** to keep you dry during warm nights and practices.

B.

A. Ladies Legend Polo | **R20DKX**
B. Ladies Weld Jogger | **229799**
C. Ladies Bi-Color Vital Polo | **5029**

To see our full offering of Polos visit us on line at **www.augustasportswear.ca**.

COACH in CLASSICS



D. Legend Polo | **R20DKM**
E. Legend Stretch Woven Shorts | **R20SWM**
F. Perforated Coolcore® Visor | **P500**
G. Coolcore® Sideline Snapback Cap | **P303**

SIDELINES with STYLE

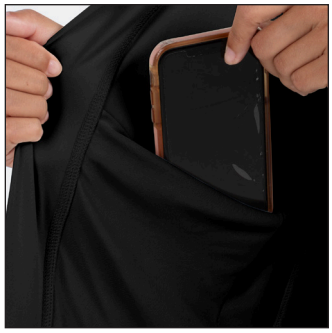
Soft knit fabric cuddles you from practice to the big game!

A.

B.

ecoREVIVE™
SUSTAINABLE FABRIC TECHNOLOGY

NEW



Inside cardigan pocket



Jogger front left valuables pocket

Ventura
COLLECTION

A. NEW! Ladies Ventura Cardigan | **223705**
B. Ladies Ventura Soft Knit Jogger | **222799**

To see our full Ventura collection visit us online at **www.augustasportswear.ca**.

Perfect polos to keep you
POISED and **ON-POINT**.

coolcore®

FEMININE and
FLIRTY Johnny
collars are in!

Cooling moisture-
wicking technology!

C.

D.



C. Ladies Coolcore® Performance Polo | 222701
D. Ladies Electrify Coolcore® Polo | 222772

BOWS & BAGS & POMS

Add some swag to your bag with our custom techniques!

More info on pg. 50



See pages 50-51 for more product information.

We've got the right accessories, bags, and colors for all of your cheer needs!



BAGS & POMS

6 COLORS AVAILABLE



ALL OUT GLITTER BACKPACK
1106

10 COLORS AVAILABLE



CINCH BAG
1905

WE HAVE THE TECHNIQUES FOR YOUR CUSTOMIZATION & DECORATION!

For our full list of decoration techniques, pricing & access to our complete library of stock templates for both apparel, accessories, & headwear, visit **augustasportswear.ca/decoration.**

9 COLORS AVAILABLE

SPIRIT POMS
6003



BOWS & HEADWEAR



6 COLORS AVAILABLE

SEQUIN CHEER HAIR BOW

6702

9 COLORS AVAILABLE



CHEER HAIR BOW

6701

FreeStyle™ SUBLIMATION

FREESTYLE SUBLIMATED HEADBAND WITH TIE

228015



FREESTYLE SUBLIMATED HEADBAND

228016

For available design lines visit **augustasportswear.ca/sublimation**



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