

Introducing  
Ideology  
Fall 2012



 ideology  
believe in movement

# fall

into fashion-forward looks  
with performance details that are simply genius.


Dance icon Cheryl Burke takes the  
lead in new shapes built to flatter, whether  
you prefer to stretch, sweat  
or just relax. It's all about looking and  
feeling good in fall

# 2012

 Scribble Tee

- Semi-fitted
- 4-way stretch
- Wicks moisture
- Flat seams

\$26

 Scribble Crop Legging

- Mid rise, fitted
- Mid-calf length
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket

\$46



Each category is color-coded for easy shopping:

 stretch  sweat  relax  core

# Sweat

Built to work with you, with ultra-flattering engineered construction. Power through your workout and let us worry about the details, like flat seams and moisture wicking.



## Half Zip Pullover

- 4-way stretch
- Wicks moisture
- Flat seams
- Side drawstrings
- Reflective zipper tape
- Thumbholes

\$44

## Seamless Cami

- Fitted
- Soft fabric
- Seamless construction
- Perfect for layering

\$19<sup>98</sup>

## Crop Legging

- Mid rise, fitted
- Mid-calf length
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket

\$27<sup>98</sup>





**Ruched Detail Jacket**

- 4-way stretch
- Wicks moisture
- Flat seams
- Ruched details

\$58

**Printed Crop Bra**

- Low impact
- 4-way stretch
- Wicks moisture
- Racerback

\$28

**Slanted Waist Legging**

- Mid rise, fitted
- Mid-calf length
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket

\$46

Opposite Page

**Seamless Strappy Cami Bra**

- Low impact
- Wicks moisture
- Antimicrobial treatment
- Seamless construction
- Racerback

\$19.98

**Seamless Racerback Sports Bra**

- Medium impact
- Wicks moisture
- Antimicrobial treatment
- Seamless construction
- Racerback

\$19.98





“I’ll wear  
this parka  
everywhere.  
It’s sporty  
and bright.”



 **Cinched Waist Parka**

- Adjustable drawstring
- Cinched waist
- Zip front
- Zippered pockets

\$58

 **Colorblock Crop Sports Bra**

- Low impact
- 4-way stretch
- Wicks moisture
- Racerback

\$28

 **Mix Scribble Crop Legging**

- Mid rise, fitted
- Mid-calf length
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket

\$46



 **Keyhole Back Tank**


- Built-in shelf bra
- Keyhole back
- 4-way stretch
- Wicks moisture
- Reflective details

\$38

 **Active Animal Crop Legging**

- Mid rise, fitted
- Mid-calf length
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket

\$48

 Y-Back Tank  
• Built-in shelf bra  
• Flat seams  
• Y-back  
\$36

 Tri-Color Crop Legging  
• Mid rise, fitted  
• Mid-calf length  
• 4-way stretch  
• Flat seams  
• Built-in pocket  
\$46

Stretch is designed to flatter, with details like stay-black cotton/spandex built with 4-way stretch. Smart details include hidden pockets.

stretch





“When I’m in the dance studio, I live in these stretchy tees.”



 Long Sleeve Tee

- Semi-fitted
  - 4-way stretch
  - Wicks moisture
  - Flat seams
  - Thumbholes
- \$28

 Crop Pant

- Mid rise, fitted
  - Mid-calf length
  - 4-way stretch
  - Wicks moisture
  - Flat seams
  - Built-in pocket
- \$27<sup>98</sup>



# Seamless

These tops are made to move. Perfect for layering, they're key pieces for workout or play.



 Jacquard Seamless Cami in Wineberry and Black \$29



 Cupped Seamless Cami in Purple Jam, Fuchsia Berry and Black \$34



 Short Sleeve Seamless Tee in Periwinkle and Black \$29

-  Seamless Cami
- Fitted
  - Soft fabrics
  - Seamless construction
  - Perfect for layering
- \$19<sup>98</sup>





# relax

Utterly soft shapes that drape in all the right places.  
The collection is versatile, lightweight and comfortable.

 **Burnout Dolman Topper**

- Lightweight
  - Layering piece
- \$28

 **Seamless Sports Bra**

- Wicks moisture
- Antimicrobial treatment
- Seamless construction
- Racerback

\$19<sup>98</sup>

 **Stretch Full Length Pant**

- Mid rise, fitted
- Bootcut leg
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket

\$27<sup>98</sup>

“This top is soft,  
airy, and a little  
bit sexy.”



 Burnout Stripe Topper

- Lightweight
  - Layering piece
- \$28

 Seamless Sports Bra

- Wicks moisture
  - Antimicrobial treatment
  - Seamless construction
  - Racerback
- \$19<sup>98</sup>

 Crop Pant

- Mid rise, fitted
  - Mid-calf length
  - 4-way stretch
  - Wicks moisture
  - Flat seams
  - Built-in pocket
- \$27<sup>98</sup>



# core

## full and cropped pants & shorts

Ideology pants are created with super-smart performance details and come in both cotton/spandex\* and polyester/spandex.

-  **Crop Pant**
- Mid rise, fitted
- Mid-calf length
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket
- \$27<sup>98</sup>**

-  **Crop Legging**
- Mid rise, fitted
- Mid-calf length
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket
- \$27<sup>98</sup>**

-  **Full Length Pant**
- Mid rise, fitted
- Bootcut leg
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket
- \$29<sup>98</sup>**

-  **Fitted Short**
- 4-way stretch
- Wicks moisture
- Flat seams
- Built-in pocket
- \$21<sup>98</sup>**

\*cotton/spandex does not wick moisture



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