



**RALAWISE.com**

Alternative | 2018

Rooted in  
sustainability.  
Softness is our  
story. Alternative  
is who we are.

SOFT. SIMPLE. SUSTAINABLE.

From the beginning, we set out to recreate the softness & simplicity of our favorite vintage tee. Rooted in responsible and eco-friendly practices, we use proprietary fabrics & specialty washes to make one-of-a-kind pieces that you will want to wear today, tomorrow and the day after.

We're excited to introduce you to our core fabrications and bestsellers. These are year-round essentials that have become staples for every closet – the pieces that stay at the top of the stack and customers reach for day after day, year after year.

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RESPONSIBILITY

We love our planet  
& we're mindful of the  
impact we make on it  
& its people.



### Eco & Organic Fabrics

75k lbs of organic cotton used annually in place of conventional cotton.



### Recycled Poly & Materials

Over 100K plastic bottles recycled annually.



### Low-Impact Dyes

Low-impact dyes, biodegradable fabric softeners and washes with reclaimed water, using 60% less water.



### Eco-Friendly Packaging

1,360 trees, 320k KWH of power, 264 cubic yards of landfill, 560k gallons of water and 80 tons of CO2 conserved annually.



ECO-JERSEY™ CREW T-SHIRT

Ryan Reynolds recently wore this best-selling, everyday tee on the cover of *Men's Health's* August issue.



Camo



Eco Grey



Eco Black



Eco Ivory



Eco Navy



Eco Pacific Blue



Eco True Green



Eco Red



Urban Grey

Eco-Jersey™ Crew T-Shirt

AT001

Unisex S-2XL  
Slim Fit



Eco Grey



Eco Black



Eco True Black



Eco True Navy



Eco Pacific Blue

Eco-Jersey™ Zip Hoodie

AT002

Unisex S-2XL  
Classic Fit





This lightweight hoodie is crafted with a blend of organic cotton, recycled polyester & rayon yarns, so you can look good and feel even better.



ECO-JERSEY™ MEEGS RACER TANK  
Casual & versatile, this lightweight tank top features  
a flattering racerback cut & a rolled hem.



Eco Ivory



Eco Grey



Eco Black



Urban Grey



Camo

Eco-Jersey™ Meegs Racer Tank

AT003

Women's S-XL  
Slim Fit

ECO-JERSEY™ SLOUCHY PULLOVER

There's a reason Sarah Jessica Parker is always seen  
in our Slouchy – it's a wardrobe essential.



Eco True Navy



Eco Grey



Eco Ivory



Eco Black

Eco-Jersey™ Slouchy Pullover

AT004

Women's XS-XL  
Classic Fit





Our first 50/50 blend tee is the last one you'll ever want. Breathable & cool, the Keeper is made to live with you.



Black



White



Vintage Coal



Navy



Vintage Navy



Vintage Royal



Vintage Pine



Vintage Iris

Vintage Jersey 50/50 Keeper T-Shirt

AT005

Unisex XS-2XL  
Classic Fit

VINTAGE JERSEY 50/50 KEEPSAKE T-SHIRT  
So comfortable, you'll forget that you have it on  
whether you're at home or on the move.



Vintage Pink



White



Black



Vintage Coal



Vintage Stone



Navy



Vintage Royal



Blue Sky





WITH A FLATTERING  
SHAPE AND VINTAGE  
SOFTNESS, IT'S THE KIND  
OF TANK THAT FEELS  
LIKE YOU'VE LIVED IN  
IT - RIGHT FROM THE  
FIRST WEAR.





Black



White



Vintage Coal



Smoke Grey



Vintage Royal



Vintage Iris

Vintage Jersey 50/50 Backstage Tank

AT012

Women's XS-XL  
Classic Fit



Vintage Coal/Black



Vintage Coal/Red



Smoke Grey/Vintage Royal



Silver/Vintage Navy

Vintage Jersey 50/50 Dugout  $\frac{3}{4}$  Sleeve

AT007

Unisex S-2XL  
Classic Fit

A man with curly hair and a beard, wearing a grey and black baseball tee, sitting outdoors in a natural setting. The background is a blurred natural landscape with warm, golden light. The man is looking off to the side with a thoughtful expression.

MADE WITH SOFT,  
LOOSE-KNIT JERSEY  
FOR A PERFECTLY WORN-  
IN FEEL. OUR CLASSIC  
BASEBALL TEE FEATURES  
A RELAXED, MODERN  
TOUCH WITH THE  
SOFTNESS OF ONE  
YOU'VE WORN A  
THOUSAND TIMES.



VINTAGE JERSEY 50/50 OUTFIELD ¾ SLEEVE

Wearable, durable softness complete  
with a feminine neckline.



Silver/Vintage Navy



Smoke/Vintage Coal



Vintage Coal/Black



Black/Black



Vintage Coal/Vintage Pink

Vintage Jersey 50/50 Outfield ¾ Sleeve

AT008

Women's S-XL  
Classic Fit

ECO-FLEECE ROCKY ZIP HOODIE

Made with our iconic medium-weight Eco-Fleece, “you’ll want to live in this hoodie.” - *Glamour Magazine*.



Eco True Navy



Eco Grey



Eco Oatmeal



Eco Black



Eco True Black



Eco True Red

Eco-Fleece Rocky Zip Hoodie

AT009

Unisex S-2XL

Slim Fit







ECO-FLEECE CHAMP PULLOVER  
One of the “10 Most Comfortable Sweatshirts”  
according to *Men’s Health* editors.



Eco Oatmeal



Eco Grey



Eco Black



Eco True Navy

Eco-Fleece Champ Pullover

AT010

Unisex S-2XL  
Slim Fit

## ECO-FLEECE CHALLENGER HOODIE

An everyday pullover crafted from our signature-soft Eco-Fleece and seen on celebrities, including Actor Miles Teller.



Eco Grey



Eco Black



Eco True Navy

Eco-Fleece Challenger Pullover Hoodie

AT011

Unisex S-2XL  
Slim Fit



## FABRIC INNOVATION

We design each product from the yarn up,  
innovating from thread to finish.



### Eco-Jersey™

140GSM/4.13OZ

20s 38% Cotton (6.25% Organic)  
50% Polyester (6.25% Recycled),  
12% Rayon



### Eco-Fleece

220GSM/6.49OZ

30s 46% Cotton (6.25% Organic),  
50% Polyester (6.25% Recycled),  
4% Rayon



### Vintage Jersey

140GSM/4.9OZ

20s 50% Cotton, 50% Polyester

We consider the environment in each step of our process, using organic and recycled fibers, low-impact dyes and reduced-water washes. All of these products are made in WRAP certified factories that also meet Fair Labor Association requirements.





ALTERNATIVE®