

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.

- 02 our story
- 04 RESPONSIBILITY
- 06 ECO-JERSEY™
- 14 VINTAGE JERSEY
- 24 ECO-FLEECE
- 30 OUR FABRICS













#### RESPONSIBILITY

# 



### 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.



Eco-Jersey<sup>™</sup> Crew T-Shirt

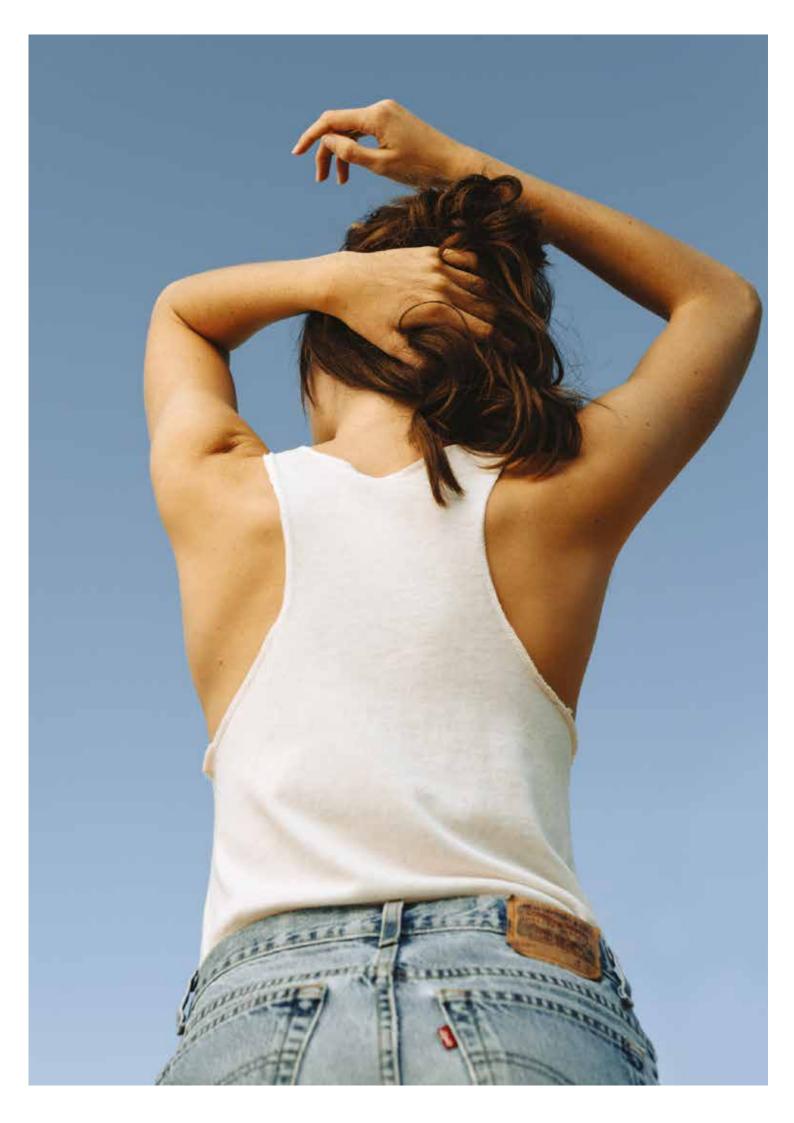


 $\mathsf{Eco}\text{-}\mathsf{Jersey}^{\scriptscriptstyle\mathsf{TM}}\,\mathsf{Zip}\;\mathsf{Hoodie}$ 

AT002

Unisex S-2XL Classic Fit





### ECO-JERSEY™ MEEGS RACER TANK

# Casual & versatile, this lightweight tank top features a flattering racerback cut & a rolled hem.



Eco Ivory







Eco Black



Urban Grey



Camo

Eco-Jersey<sup>™</sup> Meegs Racer Tank

### 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 Ivory



Eco Black

Eco-Jersey<sup>™</sup> Slouchy Pullover

AT004

Women's XS-XL Classic Fit







Vintage Jersey 50/50 Keeper T-Shirt

# 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.

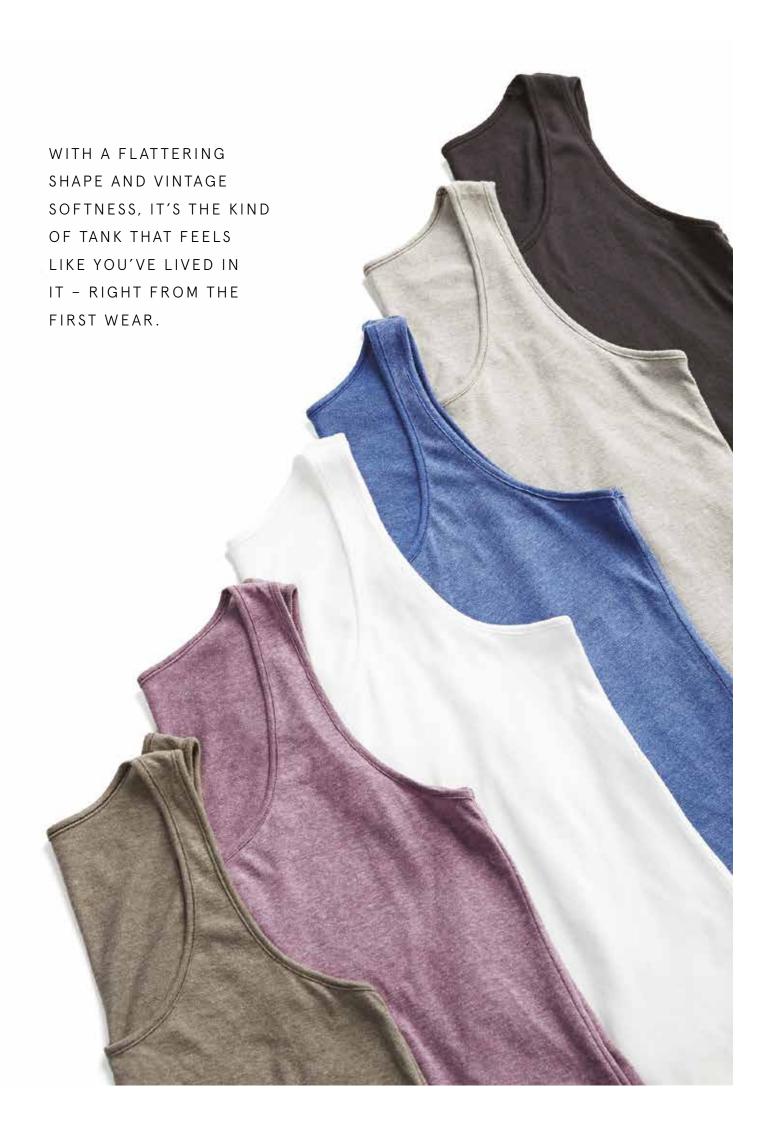


Vintage Jersey 50/50 Keepsake T-Shirt

AT006

Women's XS-XL Classic Fit







Black



White



Vintage Coal



Smoke Grey



Vintage Royal



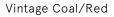
Vintage Iris

Vintage Jersey 50/50 Backstage Tank



VIntage Coal/Black







Smoke Grey/Vintage Royal

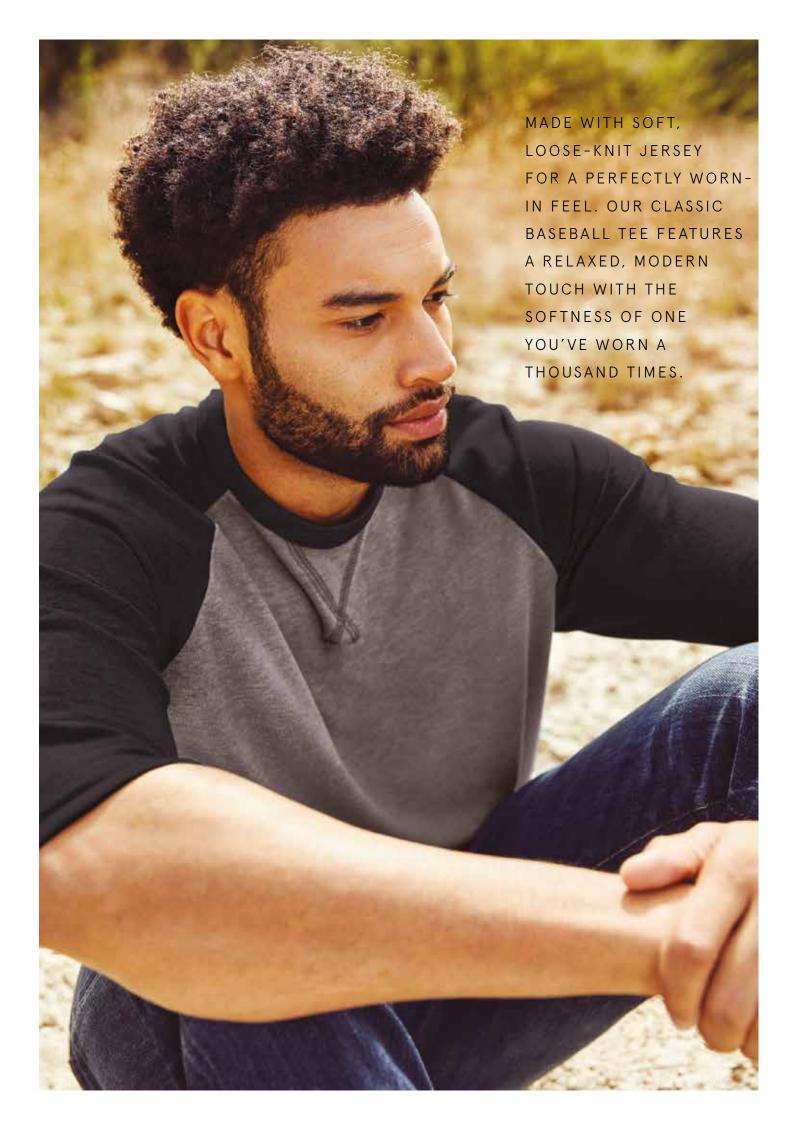


Silver/Vintage Navy

Vintage Jersey 50/50 Dugout ¾ Sleeve

AT007

Unisex S-2XL Classic Fit





### VINTAGE JERSEY 50/50 OUTFIELD 3/4 SLEEVE

## Wearable, durable softness complete with a feminine neckline.



Silver/Vintage Navy



Vintage Jersey 50/50 Outfield ¾ Sleeve

### ECO-FLEECE ROCKY ZIP HOODIE

# Made with our iconic medium-weight Eco-Fleece, "you'll want to live in this hoodie." - *Glamour Magazine*.





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 Black



Eco True Navy

Eco-Fleece Champ Pullover

### ECO-FLEECE CHALLENGER HOODIE

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









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<sup>™</sup>
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/4.90Z
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.











