VARSITY ALL STAR



OUR 2017 COLLECTION COMBINES NEW YORK CITY FASHION TRENDS, OUR RICH HERITAGE IN CHEERLEADING AND THE BRILLIANCE OF SWAROVSKI® CRYSTALS - A WINNING COMBINATION FOR THE ALL STAR ATHLETE

OUR AMERICAN COMPANY HAS DEFINED CHEERLEADING FOR GENERATIONS, AND WE TAKE PRIDE
KNOWING THAT WHEN YOU WALK OFF THE MAT, WE BOTH HAVE GIVEN IT OUR ALL.

## WE SET THE TREND



OUR EXPERIENCED DESIGNERS HAVE TRAVELED THE WORLD TO BRING FUTURISTIC FASHION INNOVATION TO ALL STAR
SWAROVSKI® SHIMMER CRYSTALS • ATHLETIC NET ELASTIC • HOLOGRAPHIC DIZZY FABRIC • COOL CORE ${ }^{\circledR}$
SWAROVSKI ${ }^{\circledR}$ FLASH APPS • EXCLUSIVE HIGH-TECH FABRICS • NEON SUBLIMATION • AND SO MUCH MORE.













## CONQUER






READV to hit che mat


## BOLDER

## and stronger

"Designing a uniform with Varsity All Star Fashion was super fun, and easy! Our uniform design could not be more perfect for our program. From concept to design, it was nothing short of exceptional."

Hollie Farmer - Jackson Cheer Co.






## A PERFECT FIT

## for the next generation

"Our experience with Varsity All Star Fashion has been first class. From our Varsity All Star specialist, to the design team, and in production, the process has been flawless. Thank you Varsity for our beautiful uniforms, practice wear, warm ups, backpacks, and most importantly our custom shoes. You truly are the best in the business!"

## ONE DESIGN EVERY ATHLETE

## EABRIG + ININOVATION

We continuously seek the most innovative technical fabrics to maximize your athlete's performance because we know that you want your team to be the best, just like we do.

## PEBFEGT FIT GHANEES EUERYTHIIIG

We perform rigorous testing on all of our new designs in our Varsity FIT LAB on all star athletes with various movements and pulling body positions for the perfect fit. You can be confident when your team tokes the mat, fit will not be a concern as they stunt, tumble, transition, and hit their routine.

## FIRST LOOK

Our 2017 COMPEEITIVE UNIFORM COLLECTION has been described as electrifying, impressive and stunning. Varsity All Star Fashion has the designs, embelishments and innovative options to create the perfect fashion collection for your gym's unique branding and style.

View the entire
2017 Design Book collection on-line 24/7 www.varsityallstar.com/fashion

Our friendly local all star fashion specialists can create the perfect fastion collection for any size gym, team and budget.

Meet yours by calling 1800.4VARSITY

STAY CONNECTED
fロ®0円

A. TOP 1766

BOTTOM 1766

B. TOP 1769 BOTTOM 1677

C. TOP ACOUC 10 BOTTOM 1756

B. TOP ACOUG8 BOTTOM 13135

B. TOP 1765

BOTTOM 1765

A. TOP 1766 BOTTOM 1766

B. TOP ACOUC9

BOTTOM ACOUSK9RH

C. TOP ACOUB7 BOTTOM 15114

C. TOP 1767

BOTTOM 1767

A. TOP 1658 BOTTOM 1658

C. TOP ACOUB9RH

BOTTOM 1677

A. TOP ACOUC3 BOTTOM 1660

A. TOP ACOUB2

BOTTOM 1656

B. TOP ACOUB2

BOTTOM 1656

A. TOP ACOUC8RH

BOTTOM 1757

B. TOP 1667

BOTTOM 1761

A. TOP 1754 BOTTOM 13621

E. TOP 15114 BOTTOM 15114

B. TOP 1760 BOTTOM 1596

B. TOP 1759 BOTTOM 1759

B. TOP 1754

BOTTOM 1754

A. TOP 1670

BOTTOM 1594

C. TOP 1760

BOTTOM 1596

A. TOP 1771 BOTTOM 1771

C. TOP ACOUB3

BOTTOM 1660

B. TOP 1756

BOTTOM 1756

D. TOP 1770 BOTTOM 1770

B. TOP 1670

BOTTOM 1670

D. TOP 15114 BOTTOM 15114

C. TOP 1756

BOTTOM 1756

A. TOP 1759

BOTTOM 1759

C. TOP 1765

BOTTOM 1765

A. TOP 1569 BOTTOM 1569

B. TOP 1663

G. TOP 1638

A. TOP PEJ 172

C. TOP 1664

A. TOP PEJ172

D. TOP 1634

A. TOP 1665

F. TOP 1637

My Varsity experience has been amazing from our specialist, Dinah, to the high quality and highly fashionable designs - it is always a pleasure! We enjoy the creative process and it's so much fun working with Varsity to come up with the next fashion-forward practicewear and uniforms for Zone Cheer All Stars. We always look forward to staying on top of the fashion trend with Varsity on our side.

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# DETAILS MAKE PERFECTION 

We continuously seek the most innovative technical fabrics to maximize your athlete's performance because we know that you want your team to be the best, just like we do.

## DESIGN <br> EXPERIENCE

"No one does it better than Varsity All Star Fashion, from the most innovative designs to the best customer service. They have never let me down!"

Aimee Nicewarner Pittsburgh Superstars


Designer
"Working on a team with creative individuals, who motivate me to get out of my comfort zone and bring out my competitive spirit."


JUAN

## Designer

"The box is easy to get rid of when you're surrounded by incredibly creative individuals who all have something unique to offer."


DANIELLE
New Product Developer
"We spend months perfecting every detail the way our customers spend months perfecting their routines."

2oxcox


NICOLE
Design Coordinator
"We have such a great focus on designing for what will best represent each gym we work with, helping to enhance their brand, their values, their look and choreography.

OUR AMERICAN LEGACY


OVER 1000 AMERICAN JOBS IN THE USA


OVER 3 MILLION YARDS OF FABRIC


OVER 250,000 UNIFORMS MADE IN THE USA


OVER 180 MILLION CRYSTALS USED


OVER 1,000 DESIGNS CREATED IN THE USA

## IT'S IN THE DETAILS

"When working with my Varsity All Star Fashion Specialist - no design concept is out of reach. From the first idea to the final product, everything is put together so detailed."

Steve Schimenti -
SoCal Select


GARRETT
Design Coordinator
"The uniforms represent much more than a style. The memories and friendships created throughout the process are the true rewards!"

## CROSSOVER ${ }^{\text {man }}$

FROM PRACTICE TO UNIFORM 1 bra, $\mathbf{3}$ looks. A bra with a personolized team



SBRAW-1701DI



SBRAV-1701DI


CROSSOVER
FROM PRACTICE TO UNIFORM


D. TOP 1755

BOTTOM 1240

straps that work with
any style top

A. MFBLUND162RH

F. MFBLUND166

B. MFBLUND 163

D. MFBLUND 165

E. MFBLUND167





## READY-TO-WEAR

IN STOCK UNIFORMS






GOTO15Q
IN STOCK!




# New \& Exclusive SWAROVSKI ${ }^{\circ}$ 




THE NEW
SWAROVSK ${ }^{\circ}$
SHIMMER STONE
Dazzle the judges with brilliant shine and bold color with every move.

The Shimmer effect adds more brilliance, color vibrancy and unique light refractions to your uniform It radiates in 3 shades of a single color, creating a unique sparkle with every move.
( Made with unmatched quality,
durability, and glamour to ensure the
highest level of performance
is achieved.
2) Lead-free: It's what you don't see that matters, too!


# Sparkte in a Shexp? transform your uniform. Designed for gorgeous results. 



## INDIVIDUAL DESIGNS



## WAISTBAND DESIGNS

TSWB4
RXWB4
TSWB4
RXWB4

TSWB4
RXWB4
TSWB4
RXWB4
TOP PANEL DESIGNS
TSHP 1
RXHP 1

RX = CRYSTALS
Crystal Transfer Colors: Aqua, Black, Clear Columbia Blue, Gold, Gun Metal, Hot
Green, Hot Pink, Iridescent, Jade, Kelly, Orange, Pink, Purple, Royal, and Scarlet.


TS = THREADLESS SEQUINS
Threadless Sequin Transfer Colors:
HOLOGRAPHIC COLORS: Black, Columbia Blue, Gold, Hot Green, Hot Pink, Kelly, Orange, Purple, Royal, Scarlet, Silve and Turquoise. METAL COLORS: Jade, Mint, Navy, Purple, and White. SOLID COLORS: Gold, Silver

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TSHP3

Contact your sales specialist to learn how to customize your design with our exclusive flash apps and embellishments.



## NEW HOODED BACKPACK!

D. Sparkle Weekender

WB16 \$74.95
IN STOCK!
This roomy travel bag offers both
organization and flexibility, with a lot of sparkle! The Weekender easily converts from carry-on
to back pack, and can be customized with monogramming for a one-of-a-kind look that offers function and fashion!

NEW SHOE

## COMPARTMENT

 AND COOLER!A. MESH WEEKENDER

VCT17 \$64.95
IN STOCK!
Our NEW Mesh Weekender is the ultimate accessory for the athlete on the go. This light weight, spacious zip - top tote features a roomy top compartment, a bottom cooler to keep your drinks and snacks cool, as well as a separate zippered compartment for your shoes. The interior zippered pocket is ideal for easy access to small items.

## $N$ <br>  <br> $\square$

## START WITH THE PERFECT ESSENTIALS



NEW! UNIVERSAL CHEER BRA
UCBRA \$19.95
IN STOCK!
94\% nylon/6\% spandex.
Convertible styling front and back adjustable straps allow for wear beneath all VSF shell tops. All-way stretch fabrication for comfort and support. Tagless. Nude. XS-2XL.


NEW! VARSITY SPORT PERFORMANCE PANTY Bikini VSPB $\$ 7.95$ Thong VSPT \$7.95
 IN STOCK!
93\% nylon/7\% spandex. Engineered to perform with seam-free stretch fabric with moisture wicking technology. Leg openings are bonded for smooth, seamless wear beneath briefs. Tagless. Nude. XS-XL.


NEW CONVERTIBLE BRA
NEW! CONVERTIBLE BRA \#297DS \$36.95
$86 \%$ nylon $/ 14 \%$ spandex. Front closure, underwire, and molded cups. Adjustable, removable clear elastic straps. Nude. 34, 36, 38, 40 in B, C, and D cups.

Doll Bow
DBGLT143 \$6.95
Athlete Bow
ABGLT998 \$12.95
Package Price (Includes both) GLT BOW PKG \$16.95


VARSITY SPORT ${ }^{\text {® }}$ UNDERGEAR
VARSITY SPORT® ${ }^{\oplus}$ SPORTS BRA

## MFSB16Q \$25.95

IN STOCK!
4-way stretch fabric with moisture management technology. Lightweight, breathable Spacer fabric at bustine for support and coverage. Racer back. Nude or White. XS-2XL.

VARSITY SPORT® ${ }^{\oplus}$ COMPRESSION SHORT
MFSHI3Q \$22.95
MFSHI3Q
IN STOCK!
Moisture management technology Comfort-fit flat waistband. Back seaming detail. Gusseted crotch and $3^{\prime \prime}$ inseam. Black, Charcoal Grey, Dark Green, Hot Pink, Maroon, Navy, Royal, or Scarlet. YS-YL, XS-2XL.


## COTTON LYCRA ${ }^{\circledR}$ BRAS

RACER BACK SPORTS BRA
\#308 \$16.95
IN STOCK!
Cotton/Lycra®, Coolmax ${ }^{\circledR}$
lining. Black, Bright Gold Hot Pink, Navy, Purple, Royal, Scarlet, or White. YM (8-10) YL (12-14) S-XL.

ONE SHOULDER SPORTS BRA
\#1308V \$15.00
IN STOCK!
Cotton/Lycra ${ }^{\oplus}$
Coolmax ${ }^{\oplus}$ front/back lining.
Interchangeable left or right
shoulder. Black or White. S-XL.

Best Dressed Doll
Custom Sublimated Doll Uniform
Minimum qry: 12
Contact your special ist for ordering details.
Doll Backpack
DBK15 \$19.95
IN STOCK! Silver, Fits 18" doll
LAST PASS Doll Shoe
LPDS2 \$19.95
IN STOCK! Fits $18^{\prime \prime}$ doll

## BOTTOMS








