



**UNDER ARMOUR**  
**SPRING | SUMMER**

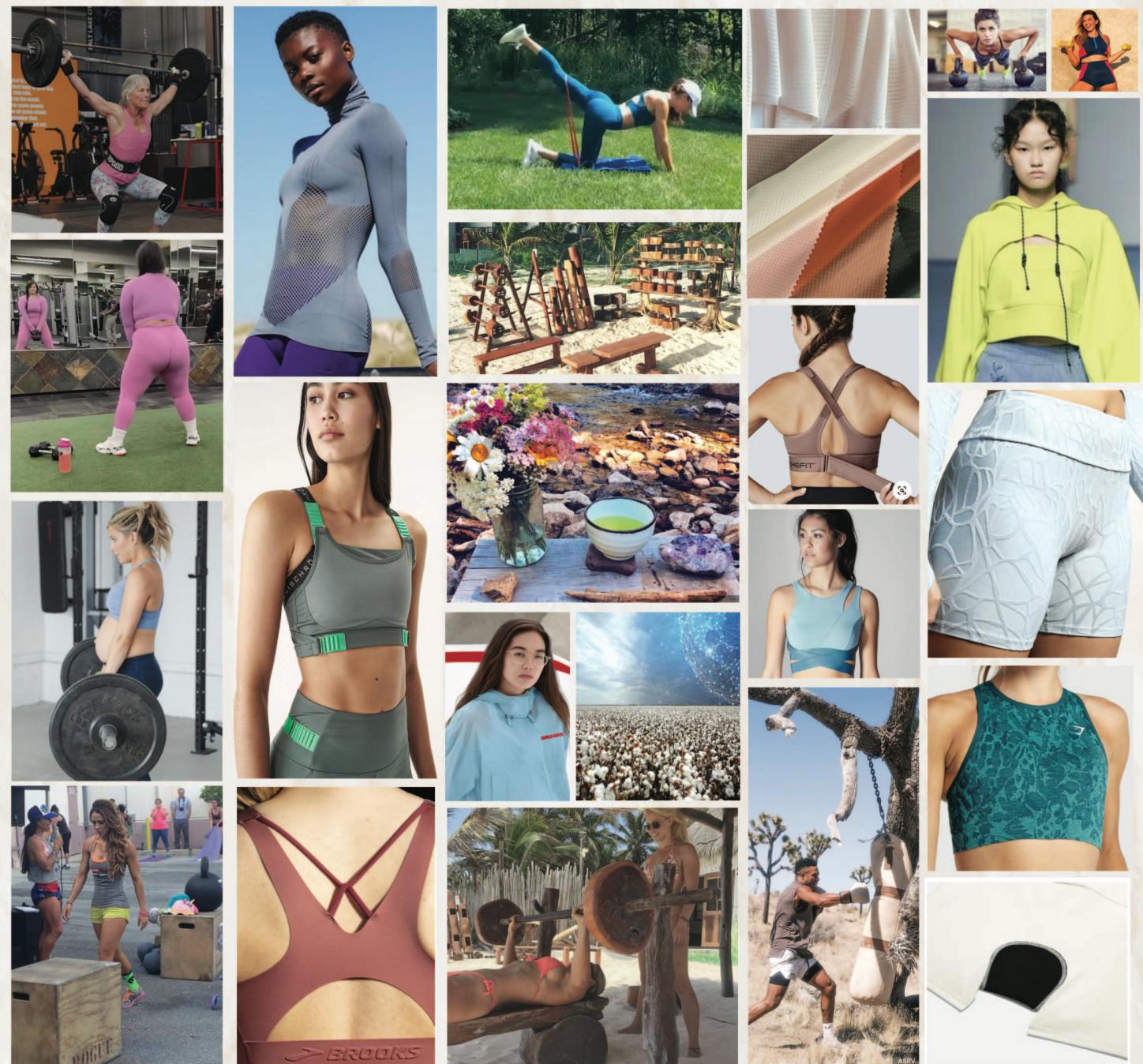
# SPRING | SUMMER



## RE-DEFINING WELLNESS & PUSHING NEW BOUNDARIES

There has been a shift in thoughts and consumers are re-defining wellness. This will look to do more with less. Material properties that can adapt to different environments and activities. Inclusive designs that work harder & longer. It will be about Innovation in conjunction with education. Consumers will be looking to take better care of them selves and each other.

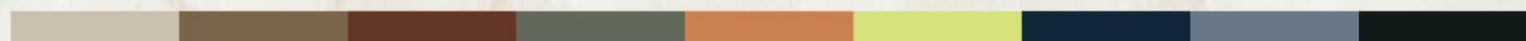
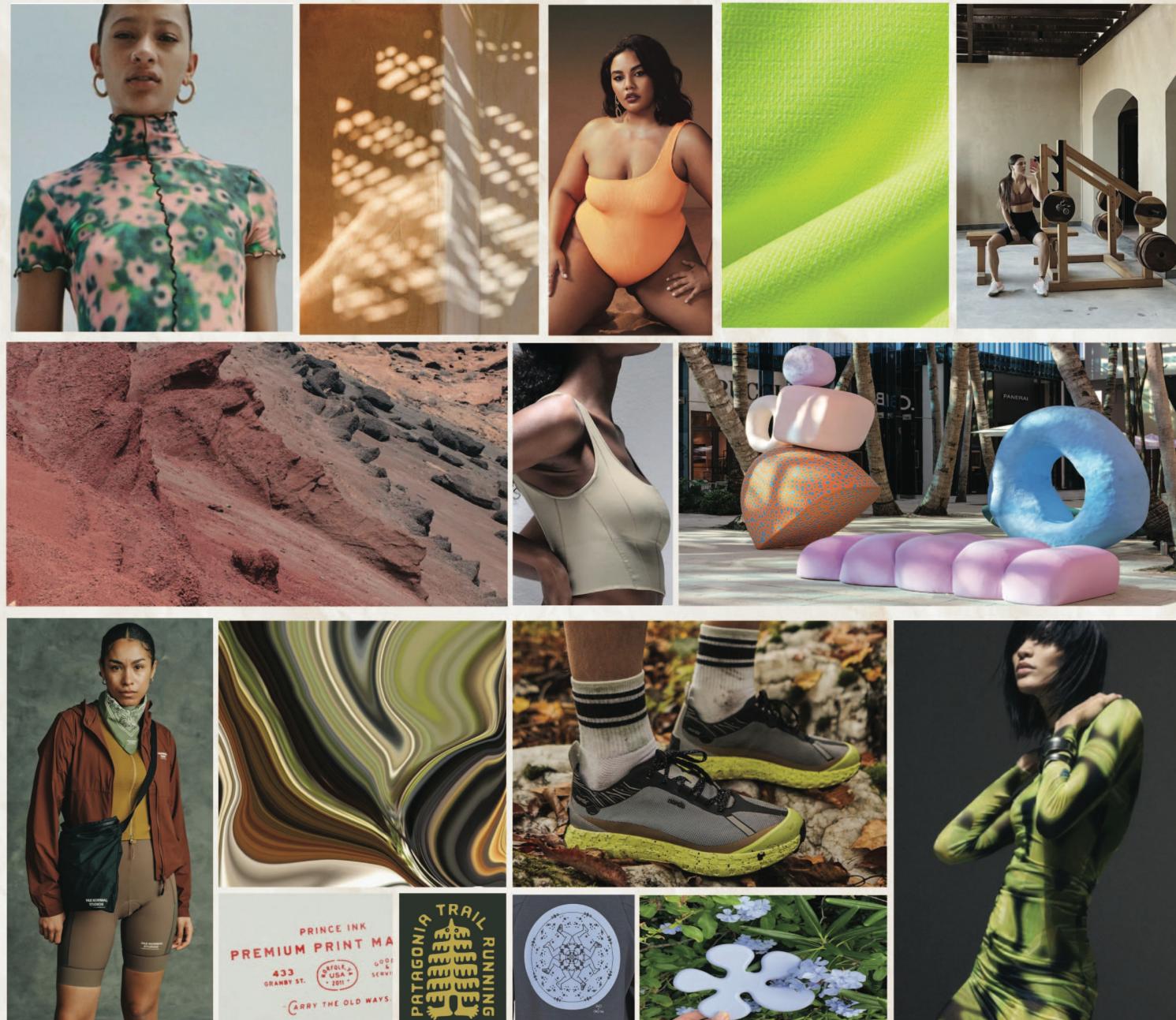
For SS24 the focus will be on pushing new boundaries. Consumers are focused on self-care & taking on new healing rituals. For this season I believe there will be an opportunity to incorporate new fiber technology that can help our consumer track biometrics, improve wellbeing but also prevent serious injury. I believe this season will be about "empathetic design" joining her in every step of her life journey. Making sure our product will be her top choice for any life adventure or change.



## CYBER UTILITARIAN

Consumers are having to adjust quickly to rapidshifts in society & technology. However, uncertainty will remain a dominant force due to ongoing economic, political and environmental crises, consumers will seek ways to balance their uneasiness with optimism.

A growing meta economy will result in a wide spectrum of colours being used across the virtual world, and this will accelerate the popularity of clean, bright and chromatic colours. For SS24 I believe we can bring in color newness to classic styles through bright, uplifting oranges, comforting autumnal tones and calming neutrals. keeping it familiar and versitale but fresh and uplifting.



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ADJUSTABLE THREE STRAP SPORTS BRA  
W/ BACK HOOK AND EYE CLOSURE  
(MID/ HIGH SUPPORT)



DOLMAN TWO PIECE SLEEVE  
W/ THUMB HOLE, & BK GRAPHIC HIT  
(UA SUMMER GRAPHIC TEE FABRIC)



KNIT MESH W/ OVERLAP NECK BAND,  
SLIGHT RUSHING AT SHOULDER  
SEAMS & BK YOKE



OVERSIZE MICRO FLEECE W/  
RIPSTOP OVERLAY



7/8" HIGH RISE RIB KNIT LEGGING  
W/ NOVELTY PRINTED WAISTBAND  
& SLIGHT RUSHING AT SIDE SEAM HEM



RIB KNIT BIKER SHORT W/  
CINCHING TOGGLE AT WAISTBAND  
SLIGHT RUSHING AT SIDE SEAM



5" HIGH RISE KNIT/ WOVEN SHORT W/  
CINCHING TOGGLE AND TULIP HEM

UNDER ARMOUR

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HIGH SUPPORT BRA, LASER CUT W/  
EMBOSSED LOGO AND BK HOOK AND EYE CLOSURE



DOLMAN SLEEVE W/ NOVELTY FRONT SEAM



PRINTED RIPSTOP ZIP OVER SHIRT



COLOR BLOCKED HIGH RISE LEGGING  
W/ INTERNAL INFINITY LOOP DRAW CORD  
& LASER CUT HEM



COLOR BLOCKED HIGH RISE BIKE SHORT  
W/ INTERNAL INFINITY LOOP DRAW CORD  
AND LASER CUT HEM



BODY SUIT W/ ADJUSTABLE STRAPS  
(COULD PAIR W/ OVER SIZED SHIRT OR OVER SHIRT)



COMPRESSION STAY FRESH BREATHABLE ANTI-BACTERIAL QUICKDRY



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HIGH SUPPORT  
ADJUSTABLE BRA STRAPS

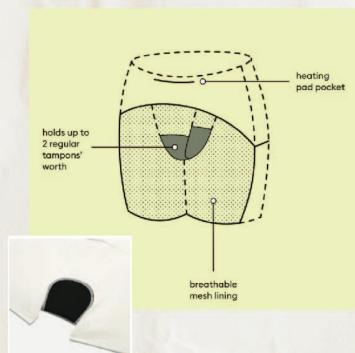
FEATURES ADJUSTABLE STRAPS ON THE  
SPORTS BRA AND LEGGINGS TO ALLOW  
EXPANSION OR TIGHTENING OVER THE COURSE  
OF THE MONTHLY CYCLE OR PREGNANCY.



LOOSE FITTING PRINTED RAGLAN MOCK NECK



DROPPED ARMHOLE TANK



HIDDEN LINER MID COMPRESSION LEGGING



HIDDEN LINER MID COMPRESSION  
BIKER SHORT



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Women's UA Iso-Chill 200 Laser T-Shirt



LOOSE FITTING CF CUTOUT  
W/ THUMB HOLES  
(ISO-CHILL 200 FABRIC)



DROPPED ARMHOLE W/  
SHOULDER CUTOUT  
(UA RUSH FABRIC)



SYMMETRICAL PANELED T-SHIRT  
W/ SHOULDER CUTOUT  
(UA STADIUM FABRIC)



KNIT ACTIVE DRESS  
W/ SHOULDER CUT OUT AND INTERIOR SHORT



RIPSTOP SHORT W/ CUT OUT,  
KNIT WAISTBAND AND SEWN IN SHORTS



HIGH RISE STRAIGHT LEG PANTS W/  
TURN OVER PRINTED WAISTBAND & SIDE SEAM CUT OUT