



Lookbook
2024

CHEER

AUGUSTA SPORTSWEAR BRANDS



AUGUSTA
SPORTSWEAR

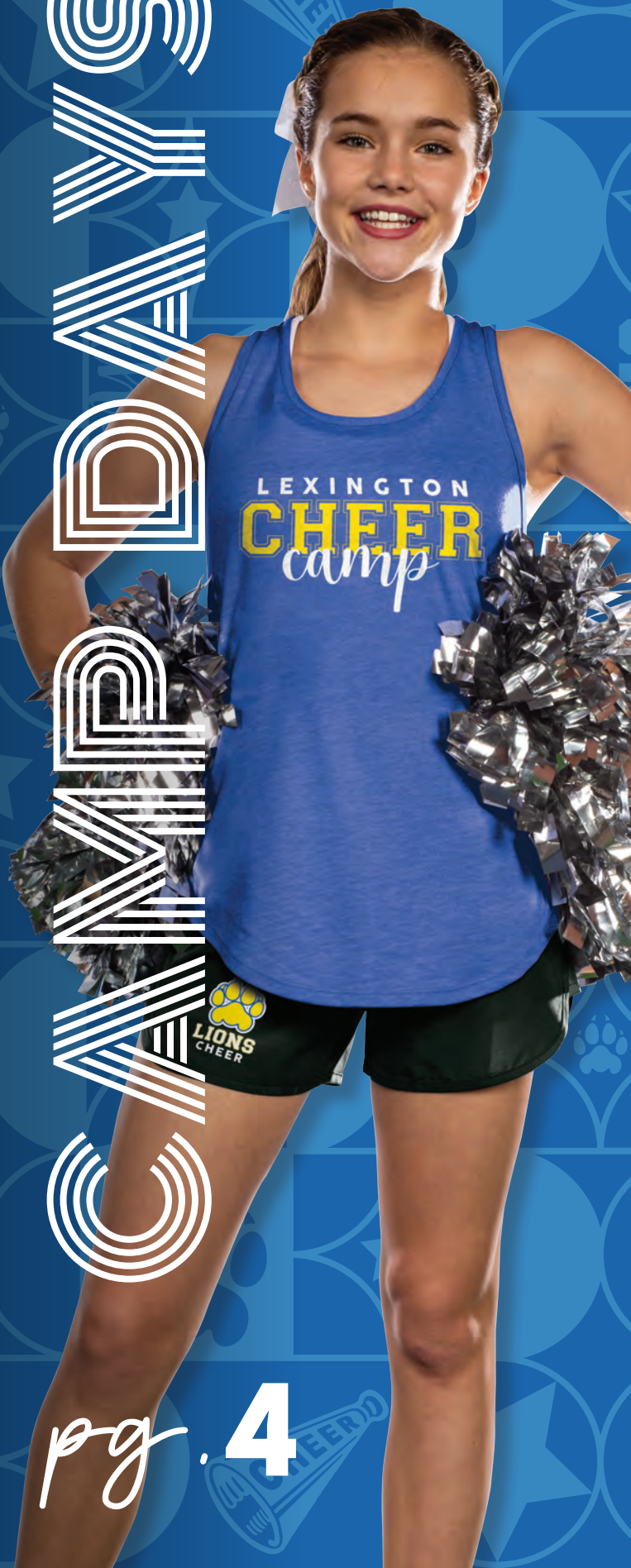


HOLLOWAY



RUSSELL
ATHLETIC

SAVING
THE
WORLD
FROM
CRAZINESS



pg. 4

REACTING
TO
THE
CRAZINESS



pg. 12

GAME DAY



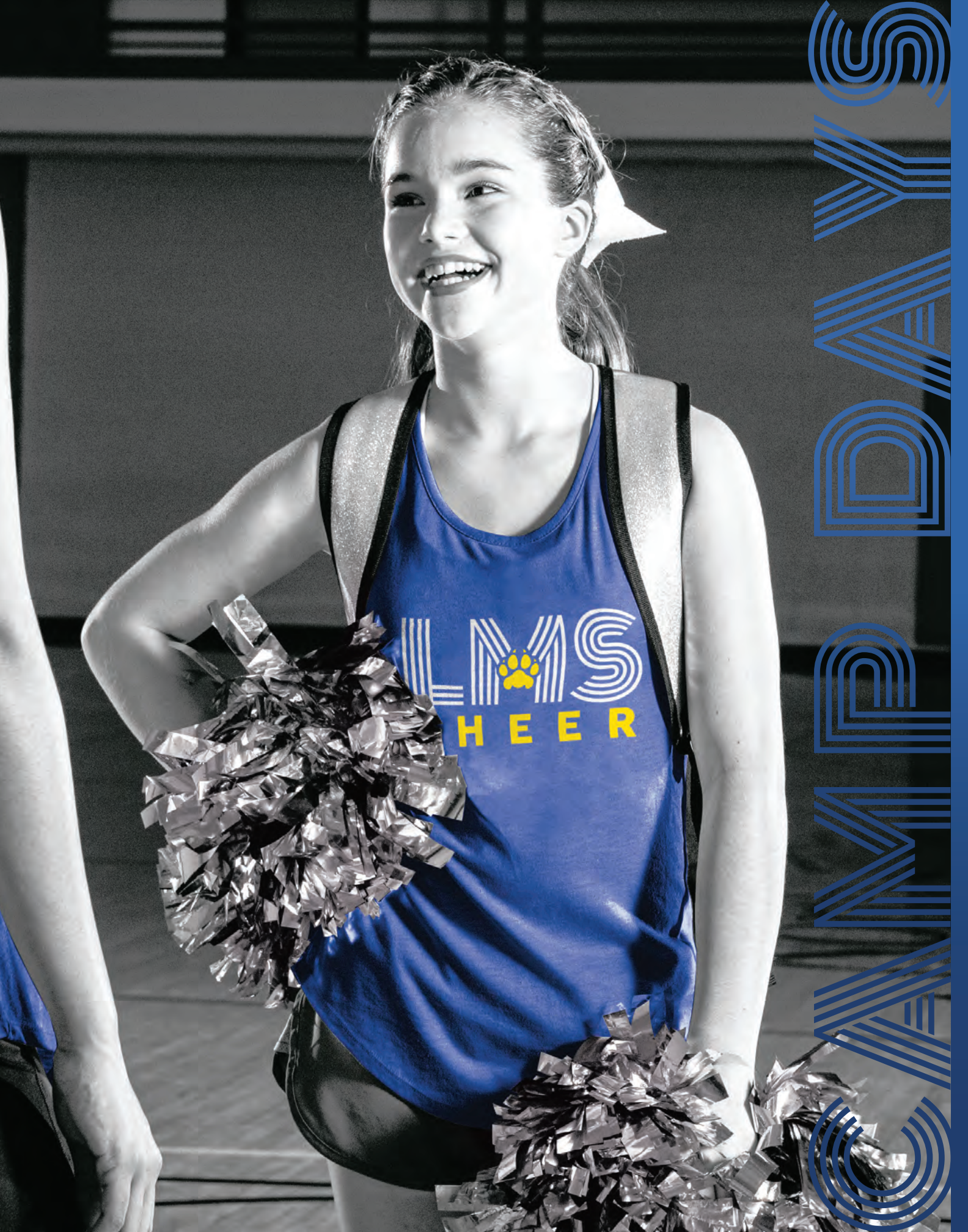
pg. 22

LEFT COUCH



pg. 42





SAY ALOUD MATH

CAMP COMBOS

for DAYS

Poms, bows,
and more!



Customize your gear
with names, team
colors, and logos!

Accessories & Bags
on pg. 48



**MAKE YOUR
CAMP A CHEER
SUCCESS**



- A. Cheer Hair Bow | 6701
- B. Girls Lux Tri-Blend Tank | 3079
- C. Girls Wayfarer Shorts | 2431
- D. Ladies Lux Tri-Blend Tank | 3078
- E. Ladies Wayfarer Shorts | 2430



- A. Cheer Hair Bow | **6701**
- B. Ladies Momentum Team Tee | **223701**
- C. Ladies Sojourner Tank | **2434**
- D. Ladies Olympus Shorts | **229389**
- E. Cinch Bag | **1905**



A.

B.

C.

D.

E.

- A. Cheer Hair Bow | **6701**
- B. Youth Stock Cotton-Touch™ Poly Tee | **222696**
- C. Girls Pulse Team Shorts | **1266**
- D. Ladies Replica Stadium Jersey | **250**
- E. Ladies High Rise Tech Tight | **221398**

SUBLIMATE *your* SQUAD

Create your own
CUSTOM design
In **3D** with



Add your
logo or
team
name.

A.

C.

E.

B.

D.

F.

- A. **NEW!** Ladies FreeStyle Sublimated Full-Zip Warm-Up Jacket | **228356**
- B. **NEW!** Ladies FreeStyle Sublimated Warm-Up Pant | **228357**
- C. Ladies FreeStyle Sublimated Flag Football Jersey | **R095ZX**
- D. Ladies Pulse Team Shorts | **1265**
- E. FreeStyle Sublimated Turbo Training Tee | **228180**
- F. FreeStyle Sublimated Training Shorts | **228181**



For available design lines visit
augustasportswear.com/sublimation





PRACTICE *makes* PERFECT

The best variety
of tees, shorts,
and tights!



Great selection of
sizes and colors!



Bags that make
practice a cinch! →

See pg. 50

Product info and more at AUGUSTASPORTSWEAR.COM 15



A.

B.

C.

D.

PRACTICAL

pairings



**LADIES SUPER
SOFT-SPUN POLY TEE**
6844



LADIES CUTTER+ JERSEY
6915



**LADIES
SOJOURNER TANK**
2434



**LADIES
HYPERFORM
FITTED SHORTS**
2625



**LADIES HYPERFORM
COMPRESSION TIGHT**
2630



**LADIES OCTANE
SHORTS**
1423



- A. Girls Lux Tri-Blend Tank | **3079**
- B. Girls Pulse Team Shorts | **1266**
- C. Ladies NexGen Wicking Tee | **1790**
- D. Ladies Hyperform Compression Tight | **2630**
- E. **NEW!** All-Day Core Basic 50/50 Tee | **6950**
- F. Ladies Jersey Shorts | **987**

SQUAD

goals

Outfit your whole
SQUAD with these
practice faves!



CINCH BAG

1905



LADIES STOCK COTTON-TOUCH™ POLY TEE

*222796



LADIES DARE SHORTS

*1232



NEW ALL-DAY CORE BASIC 50/50 TEE

6950



TRAINING SHORTS

*1420



*Also available in Girls, Adult, and Youth sizes



A.

C.

E.

B.

D.

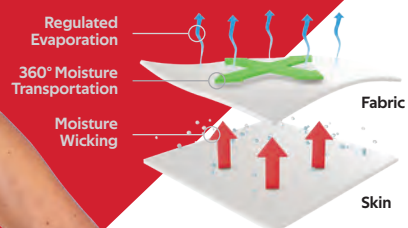
F.

- A. Cutter Jersey | 1517
- B. Training Shorts | 1420
- C. Ladies Stock Cotton-Touch™ Poly Tee | 222796
- D. Ladies Olympus Shorts | 229389
- E. Momentum Team Tee | 223501
- F. Whisk 2.0 Shorts | 229511

KEEP *it*

COOL

Patented Fabric Technology



A.



B.



Knitted Mesh Back Insert on Tank



Hidden Side Pocket

A. Ladies Coolcore® Tank | 222777

B. Ladies Coolcore® Skort | 222784

C. Ladies Coolcore® 7/8 Tight | 222702

Coolcore® is engineered to distribute moisture quickly throughout the garment. As the moisture spreads it dries faster to keep you cool and comfortable, and has UPF 50 sun protection.




coolcore® COLLECTION

D. Coolcore® Tank | 222593
E. Coolcore® Shorts | 222594

Product info and more at AUGUSTASPORTSWEAR.COM





WAVE

ESSENTIALS

for the



Uniforms & more
to let your team
spirit shine!



Add a bit of
sparkle to
your routine!



BIG

GAME

WINNING

uniforms

A.

Customize your uniform with our expert decoration techniques.

B.

Add a shell for chilly nights and undershorts for bonus comfort!



LADIES V-NECK LINER

9012

D.



LADIES DARE SHORTS

1232

C.



- A. Cheer Hair Bow | **6701**
- B. Girls Pride Shell | **9111**
- C. Girls Liberty Skirt | **9116**
- D. Spirit Poms | **6003**

E.

NEW



F.

G.



Mix-and-match the
LIBERTY SKIRT with the
new **SQUAD UNIFORM!**

E. Cheer Hair Bow | 6701
F. **NEW!** Girls Squad Shell | 6924
G. **NEW!** Girls Squad Skirt | 6926

OUTERWEAR

with **FLAIR**

NEW

A.



B.



Keep rain **OUT**
and let your
uniform **SHINE**

E.



F.

G.



E. Girls Pike Shell | 9141
F. Girls Pike Skirt | 9146
G. Youth Clear Rain Jacket | 3161

WARM UP *this* SEASON

NEW

A.



B.

C.



D.



Mesh sleeve panel



Side zip pockets



Zippered ankle

- A. **NEW!** Ladies Crosstown Jacket | 223730
- B. **NEW!** Ladies Crosstown Pant | 223731
- C. **NEW!** Crosstown Jacket | 223530
- D. **NEW!** Crosstown Pant | 223531

NEW



Tried and true **TRAVEL STAPLES**
for your squad! Available in Adult,
Ladies, and youth styles.

E. NEW! Ladies FreeStyle Sublimated Full-Zip Jacket | **228356**

F. NEW! Ladies FreeStyle Sublimated Pant | **228357**

G. NEW! FreeStyle Sublimated Full-Zip Jacket | **228156**

H. NEW! FreeStyle Sublimated Pant | **228157**

I. Ladies Retro Grade Jacket | 229761

J. Ladies Retro Grade Pant | 229762

K. Ladies Medalist 2.0 Jacket | 4397

L. Ladies Medalist 2.0 Pant | 7762

Product info and more at AUGUSTASPORTSWEAR.COM **31**

SHOW *some* SPIRIT



Show your **TEAM SPIRIT** on and off the field with these game day must-haves!



SEQUIN CHEER HAIR BOW

6702



ALL OUT GLITTER
BACKPACK

1106



GIRLS SPRY HOODIE

5441*



SPIRIT POMS

6003



GIRLS ENERGY SKIRT

9126*

A.



B.



C.



D.



- A. Cheer Hair Bow | 6701
- B. Ladies Replica Stadium Jersey | 250
- C. Ladies High Rise Tech Tights | 221398
- D. Ladies Gameday Vintage Hoodie | 6902



PLASTIC
BOTTLES
COLLECTED



MELTED
INTO
PELLETS



TO
CREATE
FIBERS



WOVEN INTO
RECYCLED
FABRIC

FEEL GOOD
ABOUT WHAT
YOU WEAR
INSIDE & OUT.

A.

B.

C.

D.

A. Ladies Three-Season Fleece Pullover Hoodie | **6867**

B. Three-Season Fleece Full Zip Hoodie | **6899**

C. Ladies Three-Season Fleece Jogger | **6870**

D. Three-Season Fleece Jogger | **6868**

The Three-Season Fleece Collection is available in Adult, Ladies, and Youth sizes. See more styles online!

On opposite page:

E. NEW! Ladies All-Pro Performance Fleece Hoodie | **223780**

F. Ladies Spry Hoodie | **5440**

G. Girls Spry Hoodie | **5441**

H. Girls Energy Skirt | **9126**

I. Ladies Weld Jogger | **229799**

Cozy fleece to keep you warm between practices and cool nights on the sidelines.

E.



F.



G.



H.

I.

FLEECE & FANWEAR



Cross-over
STYLES for
every event!

E.

F.


Ventura
COLLECTION

- A. Ladies Slouchy Crew | **5424**
- B. Ladies All-American Fleece Crew | **223490**
- C. Ladies Ventura Soft Knit Hoodie | **222798**
- D. Ladies Ventura Soft Knit Joggers | **222799**
- E. Ladies Training Tank | **1705**
- F. Ladies Ventura Soft Knit Shorts | **223704**

GAMEDAY VINTAGE COLLECTION



A.



B.



C.

The Gameday Vintage Collection is available in Adult, Ladies, and Youth sizes. See more styles online!

A. Gameday Vintage Ringer Tee | 6876

B. Ladies Gameday Vintage Long Sleeve Tee | 6883

C. Gameday Vintage Hoodie | 6884

FANATIC 2.0 COLLECTION

D.



E.



F.



D. Ladies Hooded Low Key Pullover | **229390**

E. Ladies Fanatic 2.0 Tee | **2914**

F. Ladies Fanatic 2.0 Long Sleeve Tee | **2917**

ALL NEW
spiritwear styles
with **ATTITUDE.**



A.

B.

C.

A. **NEW!** Ladies Monterey Hoodie | 222845

B. **NEW!** Ladies Monterey Tee | 223245

C. **NEW!** Girls Monterey Long Sleeve Tee | 223346

Sport your **SPiRiT**
with comfy, every
day styles!

SPiRiT

casual

D.



E.



F.



D. Ladies Tri-Blend Tee | 3067

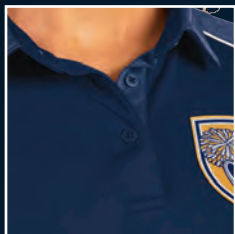
E. Ringer Tee | 710

F. Ladies Lux Tri-Blend Long Sleeve Tee | 3077





THE **R** NEW
LEGEND
COLLECTION



Three-Button Placket

Flatters your
figure with
Ladies fit.



ladies **POLO**

A.

Our polo is
SOFT and
BREATHABLE
to keep you
dry during
warm nights
and practices.

B.

A. Ladies Legend Polo | **R20DKX**

B. Ladies Weld Jogger | **229799**

C. Ladies Bi-Color Vital Polo | **5029**

COACH *in* CLASSICS



- D. Legend Polo | R20DKM
E. Legend Stretch Woven Shorts | R20SWM
F. Perforated Coolcore® Visor | P500
G. Coolcore® Sideline Snapback Cap | P303

SIDELINES

with **STYLE**

Soft knit fabric
cuddles you from
practice to the
big game!

A.

ecoREVIVE™
SUSTAINABLE FABRIC TECHNOLOGY

NEW



Inside cardigan pocket



Jogger front left
valuables pocket

B.



Ventura
COLLECTION

Perfect polos to keep you
POISED and **ON-POINT**.

 **coolcore®**

FEMININE and
FLIRTY Johnny
collars are in!

C.

Cooling moisture-
wicking technology!

D.



C. Ladies Coolcore® Performance Polo | 222701
D. Ladies Electrify Coolcore® Polo | 222712

Product info and more at AUGUSTASPORTSWEAR.COM 47

BOWS & BAGS POMS

Add some swag to
your bag with our
custom techniques!

More info on pg. 50



We've got the right
accessories, bags,
and colors for all of
your cheer needs!



BAGS & POMS

6 COLORS
AVAILABLE

**ALL OUT GLITTER
BACKPACK**

1106



10 COLORS
AVAILABLE



CINCH BAG

1905

9 COLORS
AVAILABLE

SPIRIT POMS

6003



**WE HAVE THE TECHNIQUES
FOR YOUR CUSTOMIZATION
& DECORATION!**

For our full list of decoration techniques, pricing & access to our complete library of stock templates for both apparel, accessories, & headwear, visit augustasportswear.com/decoration.



6 COLORS AVAILABLE

**SEQUIN CHEER
HAIR BOW**

6702

BOWS & HEADWEAR

9 COLORS AVAILABLE



CHEER HAIR BOW

6701

 **FreeStyle**
SUBLIMATION



**FREESTYLE SUBLIMATED
HEADBAND WITH TIE**

228015



**FREESTYLE SUBLIMATED
HEADBAND**

228016



For available design lines visit
augustasportswear.com/sublimation



ASB

AUGUSTASPORTSWEAR.COM