

FW12 UNDER ARMOUR: MEN'S BASELAYER

DESIGN ETHOS



SYMMETRY



ALPHA MALE



SUPER STYLE

FW12 UNDER ARMOUR: MEN'S BASELAYER

CATEGORY INITIATIVES



DRY



WARM



LAYERING

FW12 UNDER ARMOUR: MEN'S BASELAYER

CONSUMER



DETERMINED



FEARLESS



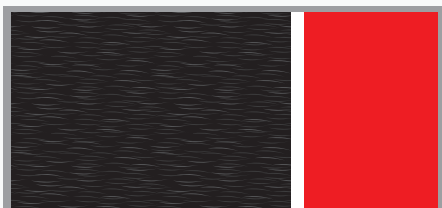
CHARGED

FW12 UNDER ARMOUR: MEN'S BASELAYER

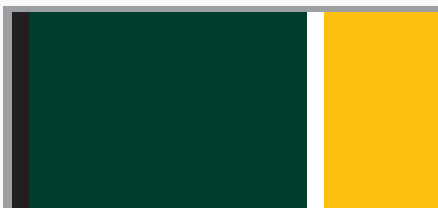
COLOR STATEMENTS



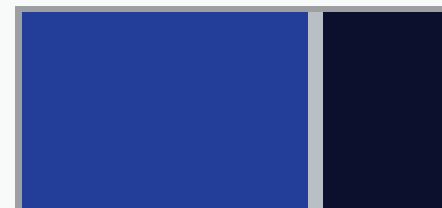
CORE W/ HEATHERS



TEAM



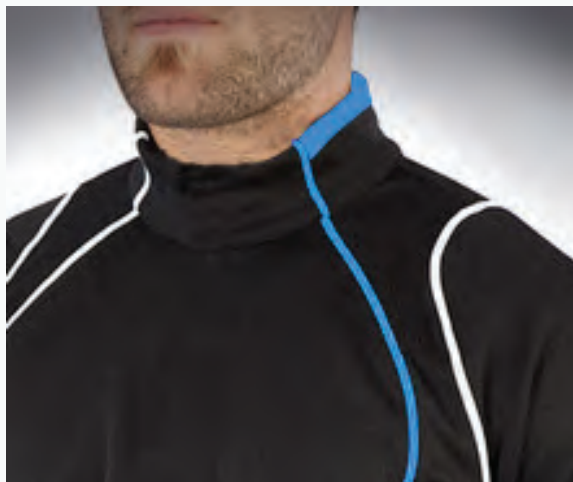
NEW BLUE



CREATIVE HIGHLIGHTS



COLOR BLOCKING



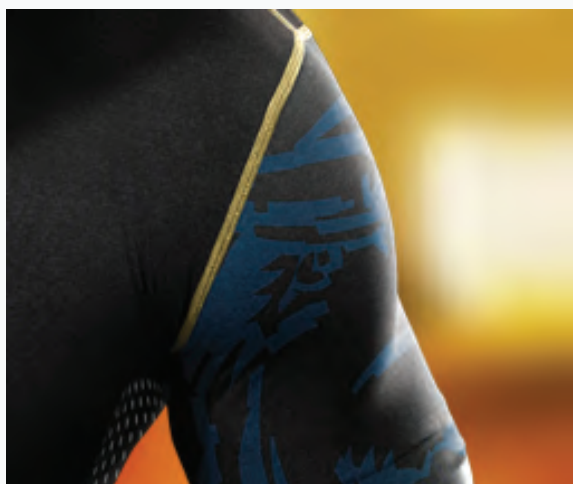
NECK DESIGN / HEIGHT



RADIATOR HEAT



CATEGORY INTEGRATION



MIXED MEDIA



STRONG SHOULDERS

TRIMS & STITCH MENU



MULTI-COLOR STITCH



3D EMBROIDERY



UPDATE WAISTBANDS



HEATSEALS



NEW FLATSEAM



UPDATE BACK LABELS

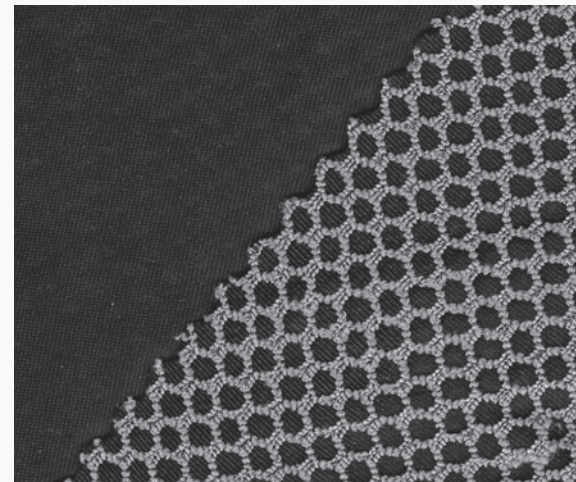
FABRICS



NYLON CG HEATHERS



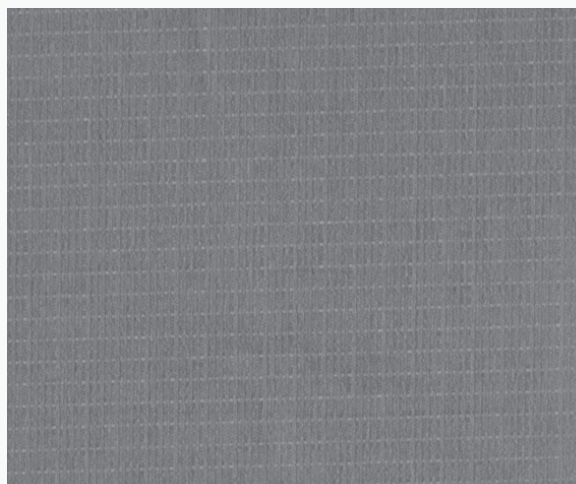
COLDGEAR EVO



RADIANT BONDED



NEW 2.0 THERMAL



STRETCH WOVEN THERMAL



STRETCH SHERPA (EXTREME)



SHOULDERS / ARMS



SUPER SHIELD



OVERSTATED

HOOK UPS



NCAA / PRO TEAM SPORTS



RUN BASELAYER



GOLF BASELAYER



CATALYST COLLECTION