

**SPORTMART**  
Dedicated to the Dedicated


**WOMANS ACTIVE  
LIFESTYLE CATALOG**  
Spring 2009

**Item Number: 305042**  
**Callaway Golf GEMS Mesh Cap**

The "Callaway" Golf GEMS cap is designed for the modern golfer, with a bold look and a comfortable fit.  
\$19.99


**Features**

- Fabric Content: 60% cotton; 40% nylon
- Semi-structured, low-profile "Trucker" style
- Pre-curved visor
- Adjustable VELCRO® brand closure strap
- Imported



6

**Biking**



**Item Number: 198200**  
**Mongoose Women's Mountain Bike**

The Mongoose® 16-in women's incline full suspension mountain bike showcases a rear suspension for better handling on rough terrain. It offers SRAM 3.0 shifting through 21 speeds and linear brakes for sure stopping power.

>\$269.99

**Item Number: 292789**  
**Giro Skyla Women's Cycling Helmet**

The Giro® women's cycling helmet is designed to offer a sure fit and smooth function that's tailor-made for women on the move. It features the Acu Dial™ fit system and a Snap-Fit™ visor.

>\$39.99

**Item Number: 287070**  
**SixSixOne Comp BMX/Mountain Bike Gloves**

The SixSixOne Comp BMX/Mountain bike gloves are crafted with protective TPR rubber for maximum protection and breathability. Flexible Airprene and TR rubber protects the knuckle area.

>\$24.99

9



## PROCESS STATEMENT

The ideation behind this catalog work was to create spreads that showed the various products while continuing the Sports Authority Branding. Hierarchy is created by color, weight and size.

The repetition of the arrow shape and colors brings continuity to the Sports Authority catalog.