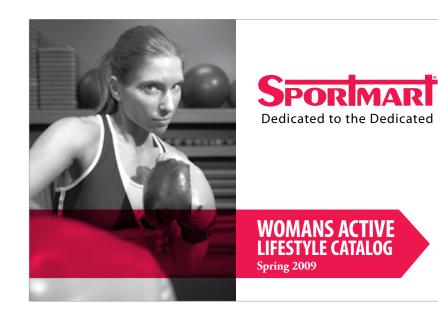
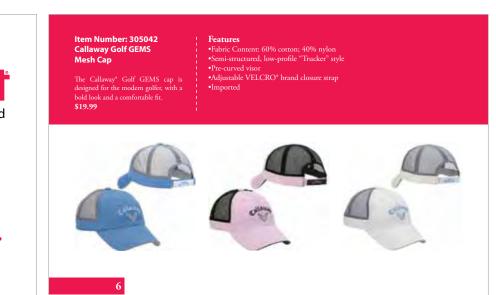


Strategic Design and Photography for Commerce









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.



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/ Moutain 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.



PROCESS STATEMENT

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

The repetition of the arrow shape and colors create spreads that showed the various products brings continuity to the Sports Authority catalog.