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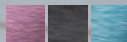
**FREE SHIPPING
& RETURNS***

For free shipping, use code **MEETNB**.
Valid through October 31, 2015.



IMPACT HALF ZIP

Shirring gives our versatile layering piece a little va-voom. Zip media pocket lets you bring along your favorite playlists. NB Dry fabric. Thumbholes. Orchid Heather, Black Heather, Deep Water Heather. XS-2XL.
WT53110 \$69.99



IMPACT 3IN SHORT

Imperial Print. XS-XL.
WS53226 \$44.99

FRESH FOAM ZANTE

Imperial/Flame. 5-11, 12.
W1980 \$99.99

On our cover:

PERFORMANCE

MERINO HALF ZIP

Imperial Heather. XS-XL.
WT53209 \$119.99

new balance

NB/WOMEN

FALL **2015**

*Unfortunately, we cannot accept returns on custom shoes orders.

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Find a store close to you at newbalance.com

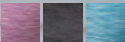
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NB/WOMEN
FALL 2015

*Unfortunately, we cannot accept returns on custom shoes orders.

YOU RUN. WE RUN.

You lift. We lift. You dance. We dance.

WE THE WOMEN of New Balance have created this collection of fitness apparel and footwear inspired by our shared **LOVE OF SPORT**, drive to discover what's next, and passion for **WHAT'S POSSIBLE**. Welcome to

NB/WOMEN

where every tight fits right, every layer works hard, and every shoe lets you move with perfect freedom. Take a look and find **WHAT YOU LOVE**.



CHECK IT OUT!

Learn more, see more, experience more with our **augmented reality** shopping experience. Wherever you see the **Blippar** logo, **Blipp** page to unlock exclusive content.



DOWNLOAD
BLIPPAR APP



FILL SCREEN
WITH PAGE IMAGE



BLIPP PAGE
TO WATCH VIDEO!

NB ICE TANK See page 39.
PREMIUM PERFORMANCE CAPRI See page 40.

THE BEAUTIFUL LAYERS OF FALL



A little extra flash for your morning dash. See pages 24-25.



Bundle up in our Bonded Hoodie, page 57.



Merino wool is perfect for changing fall weather. See pages 6-7.

**LET'S
TALK!**

We want to hear from you!
Show us how you rock your fave NB styles.
Join the conversation at #girlsrunthistown
@nbwomen



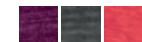
MERINO WOOL

Nature's coziest layer of warmth gets a workout on the road and trail.



Paired with ultra soft merino wool, our NB Dry fabric releases moisture away to keep you comfortable mile after mile.

PERFORMANCE MERINO HALF ZIP
Stay warm and dry no matter how cold it gets or how fast you sprint. Zip pocket for keys, phone and other gotta-haves. NB Dry fabric. Reflective trim. Thumbholes. Imperial Heather, Black Heather, Cerise Heather. XS-XL. WT53209 **\$119.99**



PREMIUM PERFORMANCE FASHION CROP
Fun as you run. Flattering power-mesh waist, ergo side seams, and 100% opaque coverage. Anti-chafe. NB Dry fabric. Zip key pocket. 23" l. Black/Imperial print. XS-2XL. WP53116 **\$84.99**

FRESH FOAM ZANTE
Who knew that fast could be so smooth? Or that smooth could be so fast? The Fresh Foam Zante pairs soft, smooth midsoles with an aggressive toe spring for speed. Imperial/Flame. More colors on page 13. 5-11,12. W1980PN **\$99.99**



**COLD-WEATHER READY.
NATURALLY WICKING.
WAY CUTE.**

NEED TO KNOW

Merino wool is the ultimate workout fabric: soft, breathable, and moisture wicking. The fiber's small diameter eliminates the itch factor and adds a clean, modern look.

PERFECT FOR

Layering when it's cold or wearing on its own, morning, noon and night.

**PERFORMANCE MERINO
LONG SLEEVE CREW**

Perfect for outdoor workouts. Reflective strips at bio-motion points [like wrists] add a little flash as you dash. NB Dry fabric. Thumbholes. Cerise Heather, Daybreak/Black, Charcoal Heather/Black. XS-XL. WT53210 **\$89.99**

**PREMIUM PERFORMANCE
TIGHT & CAPRI**

Our favorite all-sport, everyday bottoms. Wicking, breathing, and engineered to look amazing from every angle. 100% opaque matte coverage. Tight has a flirt of ruching at the ankle. NB Dry fabric. Black. XS-2XL.

TIGHT WP53115 **\$79.99**

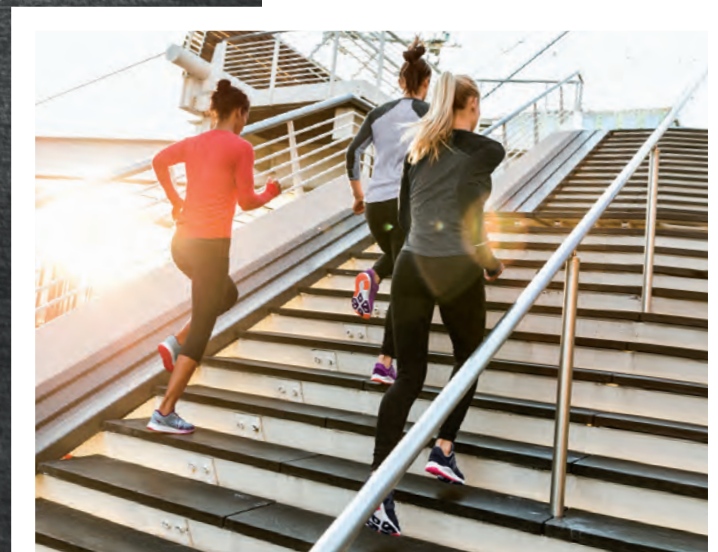
CAPRI WP53117 **\$69.99**

FRESH FOAM TRAINER

Go a little further and work a little harder during high intensity workouts. Perfect for jumps, pivots and lunges. Grey/Imperial. More colors on page 50. 5-11,12. WX822G12 **\$99.99**

VAZEE RUSH

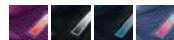
When speed is your need, Vazee Rush does the deed. For running and workouts and looking fit on the fly. Kind of like the little black dress of performance shoes — it's always just right. Purple/Flame, Black/Pink. More colors on page 23. 5-11,12. WRUSH **\$89.99**



RUN



FRESH FOAM ZANTE
Who knew that fast could be so smooth? Or that smooth could be so fast? The Fresh Foam Zante pairs soft, smooth midsoles with an aggressive toe spring for speed. No-sew overlays and bootie construction provides a performance fit. Imperial/Flame, Black/White, Navy/Blue, Light Purple/Pink. 5-11,12. **W1980 \$99.99**



FRESH FOAM BORACAY
When your feet need a little more love. More cushioning, more substance, still awesome. Fresh Foam technology is paired with an OrthoLite® sockliner and neoprene stretch tongue. Breathable mesh upper and no-sew overlays. Imperial/Flame, Turquoise/Hi-Lite. 5-11,12. **W980 \$119.99**



TRAIL



FRESH FOAM HIERRO
When you'd rather hit the trail than hit the road, the Fresh Foam Hierro delivers an insanely comfortable ride on even the harshest terrains. Other pluses: all-terrain lug, glove-like fit, and OrthoLite® insert for comfort. Black/Bolt/Hi-Lite, Blue/Sea Glass/Hi-Lite. 5-11,12. **WTHIER \$114.99**



TRAIN



FRESH FOAM TRAINER
Go a little further and work a little harder during high intensity workouts. Perfect for jumps, pivots and lunges. Get the comfort of Fresh Foam, extra stability and pressure-relieving foam pillows on the tongue and heel. Interior sock delivers a secure lateral fit. Grey/Imperial, Black/Pink, Sea Glass/Hi-Lite. 5-11,12. **WX822V2 \$99.99**



All footwear available in B and D widths.

OrthoLite is a trademark of O2 Partners, LLC.

SMOOTH BY DESIGN

Fresh Foam technology supports you every step of the way — running and training on the road, on the trail, or at the gym. Micro-engineered for comfort and stability. Built using biomechanical data gathered from runners and other athletes, Fresh Foam delivers continual cushioning in the midsole no matter where you come down on the shoe. **The end result? An uber-smooth ride.**



**BLIPP TO DISCOVER FRESH FOAM
DOWNLOAD BLIPPAR APP**



A

NB HEAT

Cold out? No sweat. Our NB Heat fabric captures warmth and wicks moisture as the weather chills out. Perfect for keeping your workouts on track as the temperature drops.



B, C

A. NB HEAT EN ROUTE JACKET
Warmth plus stretch equals a must-have for cold weather runs. NB Heat tech fabric. Soft inside and out. Asymmetric zip front, petal hem. 2 zip pockets. Thumbholes. Cerise, Outer Space/Black, Sea Salt. XS-2XL. WJ53130 **\$119.99**

B. NB HEAT HOODIE
When you're diving deep into the cold, this scuba-inspired layer of warmth is your best friend. Back zip pocket. Reflective trim. Thumbholes. Asteroid Heather, Black, Daybreak Heather. XS-2XL. WT53131 **\$84.99**

C. NB HEAT TIGHT
Everything you've ever wanted in a cold-weather tight: cozy microfleece, NB Heat technology, muffin-hiding waistband. Plus: drawcord, anti-chafe, ankle gripper & reflective details. Black, Outer Space/Black. XS-2XL. WP53133 **\$79.99**

D. FRESH FOAM ZANTE
Who knew that fast could be so smooth? Or that smooth could be so fast? The Fresh Foam Zante pairs soft, smooth midsoles with an aggressive toe spring for speed. Navy/Blue, Light Purple/Pink, Imperial/Flame, Black/White. 5-11,12. W1980 **\$99.99**



D



**MEET CORY MCGEE.
TEAM NB SINCE 2014.**

Birthdate: May 29, 1992

College: University
of Florida

1500m: 4:06.67

USA Bronze
Medalist 2013

2014 SEC conference
runner of the year

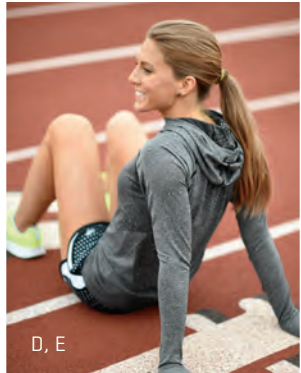
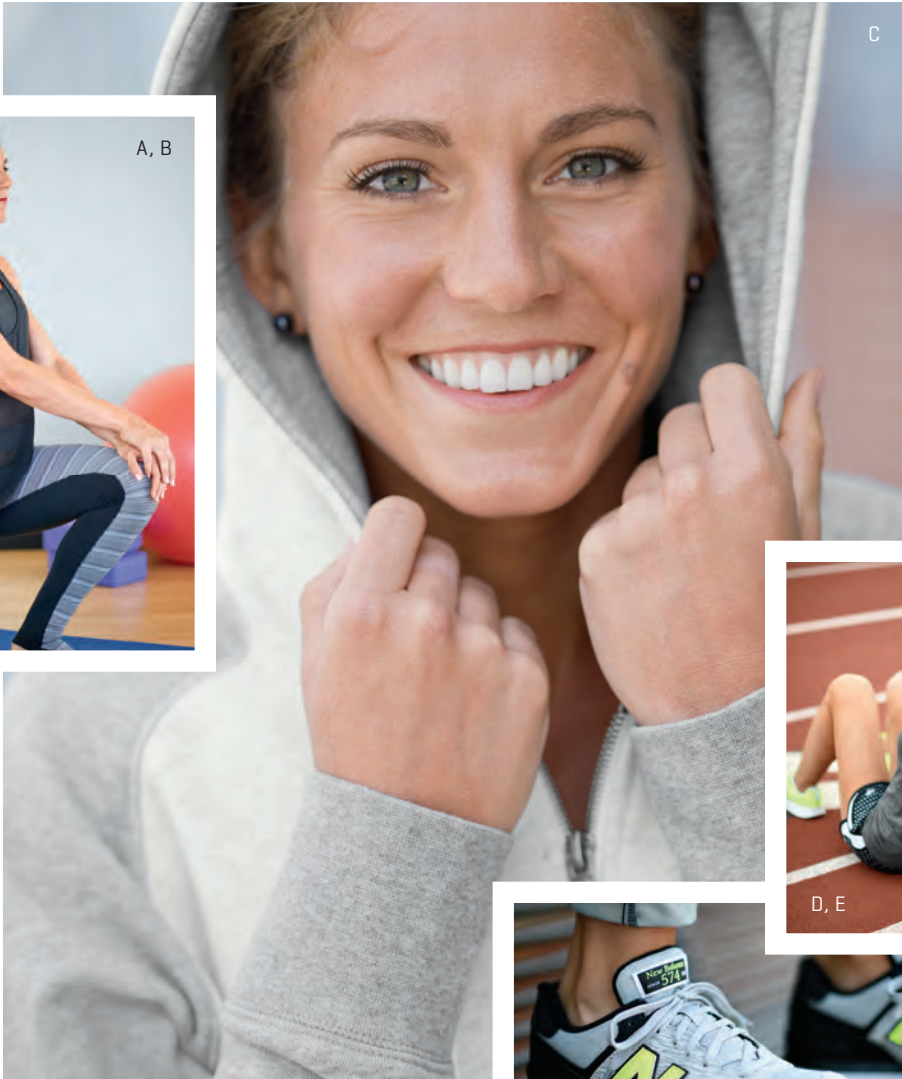
22x Mississippi
state champion

Cory is one of the
newest members of
Team NB. She joins
a roster of record-
breaking, female middle
distance runners who
are making NB proud.



BLIPP TO MEET CORY
DOWNLOAD BLIPPAR APP

OUR ATHLETE'S PICKS



A. MESH PANEL TANK. Air flow where you need it most. Black. XS-XL. WT53454 **\$49.99**

B. STUDIO TIGHT. Love: the opaque fabric and flattering waistband. Black/Imperial Multi. XS-XL. WP53455M **\$89.99**

C. ESSENTIALS PLUS HALF ZIP HOODIE. Cozy French terry covers you in comfort. Ivory Heather. XS-2XL. WT53500 **\$79.99**

D. M4M SEAMLESS HOODIE. Love: the cute scuba hood and seamless body construction. Black Heather. XS-XL. WT53153 **\$94.99**

E. ACCELERATE 2.5IN SHORT. Made for running with a dash of reflectivity front and back. XS-2XL. Black/White Print. WS53163 **\$34.99**

F. THE 574. Who doesn't love this iconic lifestyle shoe? Grey/Hi-Lite. 5-10,11,12. WL574WTA **\$79.99**

BE STRONG.
BE BRAVE.
GO BOLD.



NB HEAT EN ROUTE JACKET
Warmth plus stretch equals a must-have for cold weather runs. NB Heat tech fabric. Soft inside and out. Asymmetric zip front, petal hem. 2 zip pockets. Thumbholes. Ivory, Outer Space/Black, Cerise. XS-2XL. WJ53130 **\$119.99**



PREMIUM PERFORMANCE TIGHT
Brave the elements in our ever-so-bold tight. Opaque matte fabric, flattering anti-chafe seams and a power mesh waistband make sure you look good on the fly. Love: the flirty ruched ankle. NB Dry fabric. Pink Mist/Imperial Print. WP53115M **\$84.99**
Black, Deep Water. WP53115 **\$79.99**



GET BACK RACERBACK BRA
The shelf bra supports and the stretch knit smooths as you lift, dance and run. Strategically placed mesh panels boost air flow. NB Dry fabric. Asteroid. More colors on page 39. XS-XL. WT53114 **\$49.99**

THE 711
See pages 44-45. Heather Imperial with Camo lining. 5-11,12. WX711HG **\$79.99**



MOUNTAIN CAMO

The look for fall: inspired by the highest reaches of human performance.



A

B



F



D



C

D



E



G



H

A. WINDCHEATER JACKET

We've reimagined our iconic Windcheater jacket from the '70s. Our new wind- and water-resistant jacket is surprisingly soft and pliable. Zip hand pocket, internal media pocket. Imperial Print. XS-2XL. WJ53111 **\$79.99**

B. PREMIUM PERFORMANCE FASHION CROP

Fun as you run. Flattering power-mesh waist, ergo side seams, and 100% opaque coverage. Anti-chafe. NB Dry fabric. Zip key pocket. 23" l. Black/Imperial print. XS-2XL. WP53116 **\$84.99**

C. VAZEE RUSH

See pages 22-23. Imperial/Flame. 5-11,12. WRUSHPR **\$89.99**

D. THE 811

See page 50. Dark Grey/Imperial/Orchid, Imperial Camo. 5-11,12. WX811 **\$74.99**

E. THE TENDERLY OBSESSIVE BRA

Bring it on in this playful print bra for high-impact sports. Super cute strappy straps have encased silicone elastic for mega support. NB Dry fabric. Sculpted cups. Medium profile. Asteroid/Imperial Stripe. More colors on page 37. XS-XL. WBT5306 **\$45.99**

F. THE 711

See pages 44-45. Imperial Heather with Camo lining. 5-11,12. WX711HG **\$79.99**

G. GET BACK RACERBACK

The shelf bra supports and the stretch knit smooths as you lift, dance and run. Strategically placed mesh panels allow air flow. NB Dry fabric. Asteroid. More colors on page 39. XS-XL. WT53114 **\$49.99**

H. IMPACT 3IN SHORT

Our 3" running short has a streamlined fit so nothing slows you down. Wide knit power mesh waistband delivers marathon-quality comfort. NB Dry fabric. Internal brief. Zip pocket. Imperial Print. XS-XL. WS53226 **\$44.99**

ALWAYS IN BETA

BETA is a state of relentless improvement.
Where there is no finish line to **WHAT'S POSSIBLE.**
WE DREAM. We wake up. And we find what's next.
By always pushing. By always pursuing better.
Failure **INSPIRES US** to try harder.
And success is not an end, but a beginning.
THERE IS NO LIMIT TO WHAT WE CAN DO.



BLIPP TO EXPLORE BETA
DOWNLOAD BLIPPAR APP

VAZEE

There's more speed in all of us.



GEEK SPEAK:

What's in a name? Everything. Vazee was inspired by the French phrase "Vas-y"—which, in essence, means "Go!"

Sleek. Fast. Responsive. As you push your pace and amp up your effort, Vazee cheers you on.

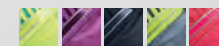
A. VAZEE PACE

Move fast in the shoe that fits like a second skin. Gotta love: the resiliency and rebound mile after mile. Plus an aggressive forefoot toe spring that supports your fast pace. Grey/Pink, Grey Blue/Navy, Hi-Lite/Sea Glass, Black/White. 5-11,12. **WPACE \$109.99**



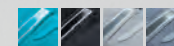
B. VAZEE RUSH

When speed is your need, Vazee Rush does the deed. For running and workouts and looking fit on the fly. Kind of like the little black dress of performance shoes—it's always just right. Hi-Lite/Sea Glass, Purple/Flame, Black/Pink, Grey/Hi-Lite/Sea Glass, Pink/Harbor Blue. 5-11,12. **WRUSH \$89.99**



C. VAZEE COAST

For a low-key run or just dashing to and fro. This lifestyle-inspired running shoe has no-sew overlays on the upper and comfort that keeps up with your nonstop day. Turquoise/Hi-Lite, Black/Pink, Grey/Pink, Grey/Orchid. 5-11,12. **WCOAS \$74.99**



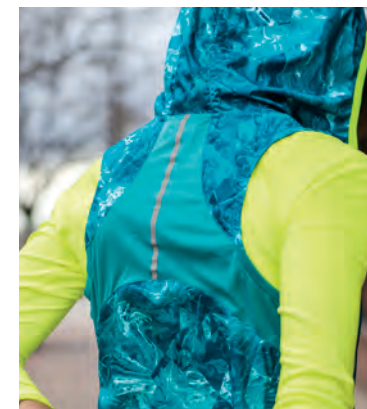
BLIPP TO UNLEASH VAZEE
DOWNLOAD BLIPPAR APP



M4M SEAMLESS

Minimal seaming, maximum comfort

Introducing a whole new way to move. With minimal seaming, maximum comfort, and non-stop style. Made with NB Dry technology, these favorites keep wicking as long as you keep sweating.



M4M SEAMLESS HOODIE

Don't be shy. Our brilliant hoodie is engineered to fit and feel fabulous as you stretch and strive. Love: the cute scuba hood and seamless body construction. Perfect for layering. NB Dry fabric. Hi-Lite. More colors on pages 26-27. XS-XL. WT53153 **\$94.99**

M4M SEAMLESS CAPRI

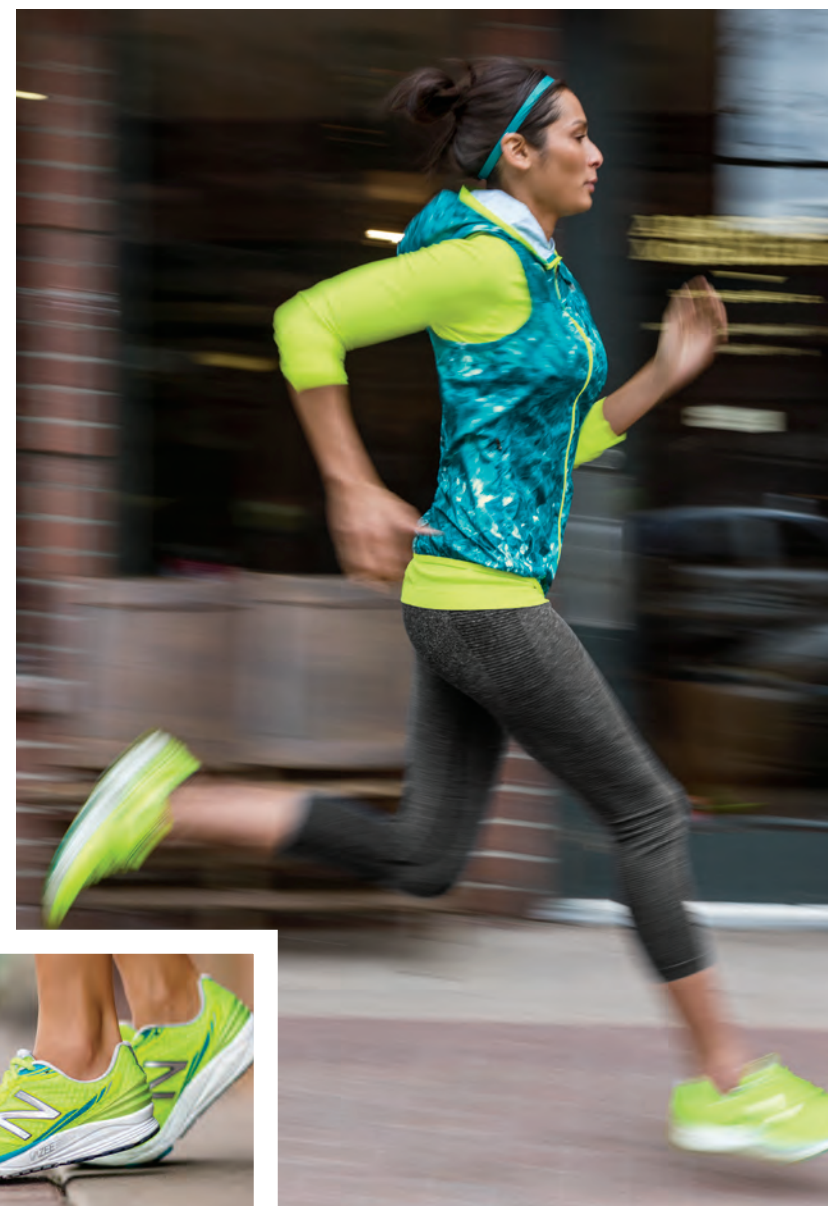
This capri moves with you during every burpee, lunge, vinyasa, and stretch. Minimal seaming (only on inseam and gusset). A shot of spandex adds support. NB Dry fabric. Black. Also in Navy, see pages 26-27. XS-XL. WP53156 **\$84.99**

WINDCHEATER VEST

A secret weapon for your morning workout. Wind- and water-resistant fabric is surprisingly soft and pliable. Zip hand pockets. Internal media pocket. Pops of reflectivity. Sea Glass Print. XS-2XL. WV53112 **\$74.99**

VAZEE PACE

Move fast in the shoe that fits like a second skin. Hi-Lite/Sea Glass. More colors on pages 22-23. 5-11,12. WPACEYB **\$109.99**



MADE FOR MOVEMENT

SEAMLESS



A

B



C



D

E

F

D

A. M4M SEAMLESS TANK
Made for movement with seamless body construction and maximum comfort. Keep-cool mesh zones. NB Dry fabric. Daybreak, Black, Hi-Lite. XS-XL. WT53155 **\$44.99**

B. M4M SEAMLESS CAPRI
This capri moves with you during every burpee, lunge, vinyasa, and stretch. Minimal seaming (only on inseam and gusset) and anti-chafe legs. A hint of spandex adds support. NB Dry fabric. Black, Navy. XS-XL. WP53156 **\$84.99**

C. M4M SEAMLESS HOODIE
Our brilliant hoodie is engineered to fit and feel fabulous as you stretch and strive. Love: the cute scuba hood, anti-chafe comfort and seamless body construction. Perfect for layering. NB Dry fabric. Sea Glass, Hi-Lite, Water Vapor, Black. XS-XL. WT53153 **\$94.99**

Unleash a new kind of fast

D. VAZEE RUSH
When speed is your need, Vazee Rush does the deed. For running and workouts and looking fit on the fly. Grey/Hi-Lite/Sea Glass, Hi-Lite/Sea Glass. More colors on pages 22-23. 5-11,12. WRUSH **\$89.99**

E. VAZEE COAST
For dashing to and fro. Turquoise/Hi-Lite. More colors on pages 22-23. 5-11,12. WCOASBL **\$74.99**

F. VAZEE PACE
Move fast in the shoe that fits like a second skin. Hi-Lite/Sea Glass. More colors on pages 22-23. 5-11,12. WPACEYB **\$109.99**

NB ICE

We know what it's like to work up a sweat, so we engineered our ultimate running fabric to help keep you cool, comfortable and dry.



NB ICE SHORT SLEEVE

Up your cool factor. Top has flattering seams, back vents and media cord guides. Hi-Lite, Sea Glass, Imperial, Cerise, Sea Glass/Deep Water Print, Water Vapor/Hi-Lite. XS-XL. WT53224 **\$44.99**

WINDCHEATER JACKET

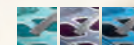
We've reimagined our iconic Windcheater jacket from the '70s. The new wind- and water-resistant jacket is surprisingly soft and pliable. Zip hand pocket, internal media pocket. Sea Glass/Water Vapor. XS-2XL. WJ53111 **\$79.99**

PREMIUM PERFORMANCE CAPRI

For hard-core workouts, we use wicking, breathing performance fabric with a flattering power mesh waistband. Plus an all-over print that gets you noticed. Anti-chafe. NB Dry fabric. 19" l. Water Vapor/Sea Glass Print. XS-2XL. WP53117M **\$74.99**

THE 880

For putting on the miles. The ultimate blend of cushioning, responsiveness, arch support and comfort. Mesh upper lets your foot breathe while maintaining a secure, supportive fit. Blue/Sea Glass/Hi-Lite, Purple/Imperial, Blue/Pink. 5-12.13. W880V5 **\$119.99**



DO YOU RUN?

NO

TIME TO START!

Join the MyNB
loyalty program,
start running and
earn rewards. Visit
newbalance.com.

YES

WHERE?

TO THE
GYM

DIRT,
PLEASE

ANYWHERE
I CAN

Want the LBD of
running shoes —
always just right?

VAZEE RUSH

See pages 22-23



All footwear available in B and D widths.

Love dodging
rocks, roots,
and ruts?

FRESH FOAM HIERRO

See page 10



WHAT KIND OF GIRL ARE YOU?

Serious about
running every
single day?

THE 880

See page 29



Are you the
take-no-prisoners,
gotta-get-there-
fast girl?

VAZEE PACE

See pages 22-23



Want to have it all?
A shoe that's fast
and smooth?

FRESH FOAM ZANTE

See page 10



Want a whole lotta
love? Big-time
cushioning?

FRESH FOAM BORACAY

See page 10



Are you all
about style?

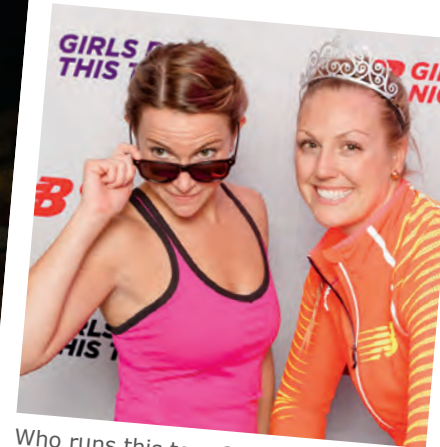
VAZEE COAST

See pages 22-23





This is our playground. This is how we do #NBGNO
❤️ 💬



Who runs this town?!
#girlsrunthistown
❤️ 💬



Sweating it out with my girls!
#NBGNO style of course!
❤️ 💬



GIRLS NIGHT OUT

new balance.

Always the best.
Now with a twist.

We're hosting a different kind of happy hour. Where lipstick's optional, shoes are not. Pound the pavement, sweat with your friends, and get a taste of the newest, nowest fitness trends. Then kick back with a little swag and celebration. It's called Girls Night Out and it may be your **BEST. DATE. EVER.**

Join the fun! Mark your calendar and sign up online for our nationwide Girls Night Out event in September. Or find another can't-miss GNO close to you.

www.newbalance.com/gno



BLIPP TO EXPERIENCE
GIRLS NIGHT OUT
DOWNLOAD BLIPPAR APP

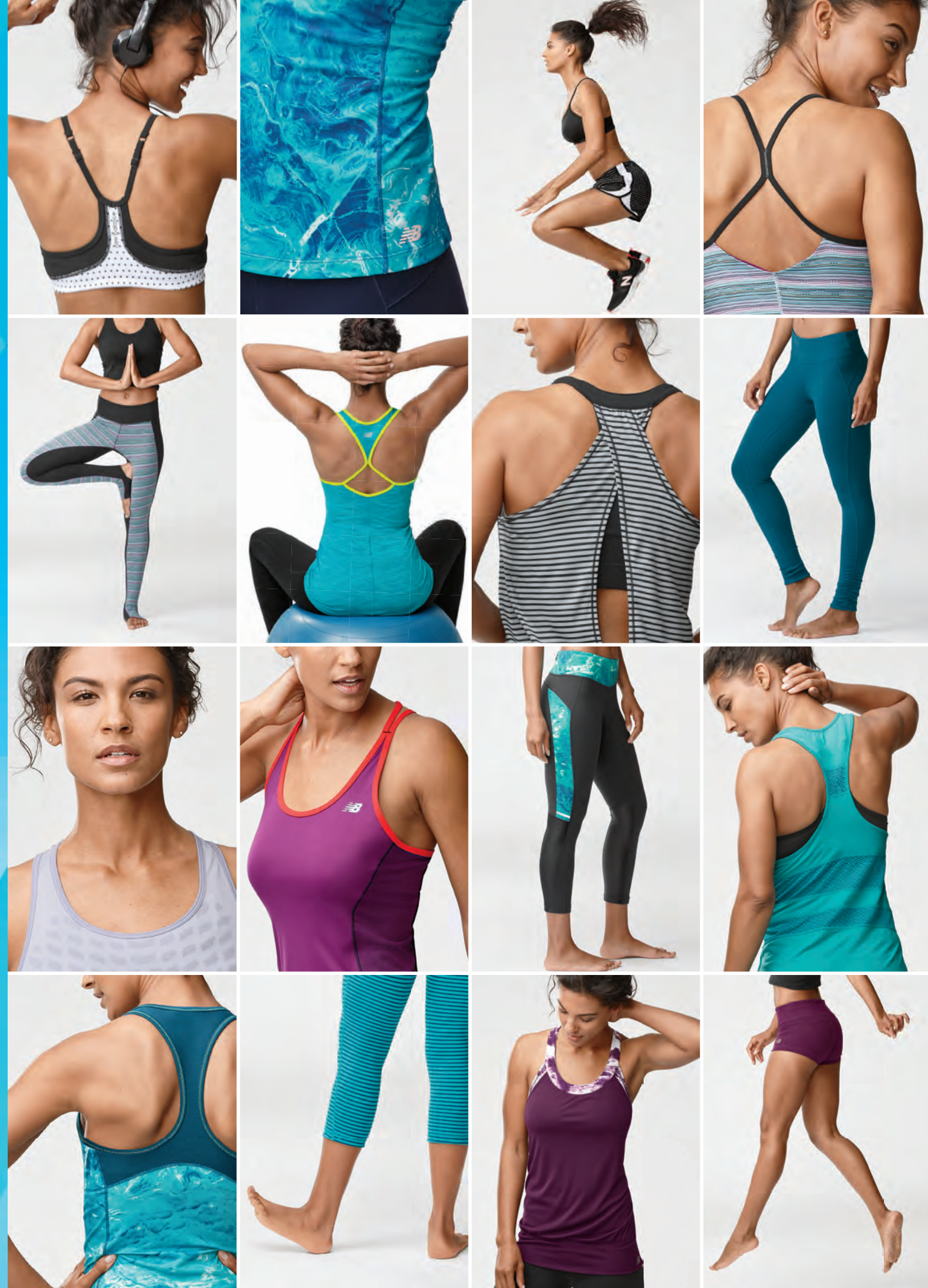
Join the conversation at #NBGNO

@nbwomen



THE ESSENTIALS

Bra + tank + bottoms + shoes. Layer them up, peel them off, mix them and match them and love them. Our collection of Essentials is the starting point for a workout wardrobe that rocks. They're the first pieces you'll grab when you head out the door and — on a good day — the last thing you take off at night.





The Tenderly Obsessive Bra

INSIDER'S TIP:

You should replace your sports bra as often as you replace your running shoes.

BRAS

When you're pushing to the max, our bras deliver absolute support and comfort that doesn't quit.



LOW
IMPACT

THE STRAPPY SEAMLESS BRA

Perfect for yoga, dance and other low-impact moves. Baby-soft double layer seamless knit. Gentle stretch support. Anti-chafe. Adjustable and convertible back straps. NB Dry fabric. Low profile. Black, Sea Glass. S-L. **WB53090 \$43.99**



MED
IMPACT

THE TONIC CROP BRA

Way cute choice for medium-impact sports like cycling and kickboxing. Pull-on racerback styling has removable pads and pockets for larger inserts should you want a bit more *oomph*. NB Dry fabric. Medium profile. Sea Glass, Hi-Lite. XS-XL. **WB53002 \$39.99**



HIGH
IMPACT

THE TENDERLY OBSESSIVE BRA

Super cute strappy straps have encased silicone elastic for high-impact support. Sculpted cups for support, shaping and modesty. NB Dry fabric. Medium profile. XS-XL. Black, Hi-Lite. **WBT3106 \$41.99**
Sea Glass/Deep Water Stripe, Asteroid/Imperial Stripe, Black/White Dot (on model). **WBT5306 \$45.99**



HIGH
IMPACT

THE SHAPELY SHAPER BRA

A lot stronger than she looks, our bra has 3-way motion control for high-impact moves. Power-mesh cup pockets. Removable modesty pads. NB Dry fabric. Medium profile. XS-L. Deep Water/Sea Glass. **WBT3302 \$47.99**
Sea Glass Print, Sea Glass/Deep Water Stripe, Asteroid/Imperial Stripe. **WBT5302 \$51.99**



HIGH
IMPACT

THE SHOCKINGLY UNSHOCKING BRA

Everything the larger cup needs to stay happy mile after mile. 4-way motion control. Front-adjust straps, band sizing, and gel-infused back closure for extreme comfort. Interior molded modesty cups. NB Dry fabric. High profile. Black, Deep Water, Asteroid. 32C-44DD. **WBT3108 \$49.99**



TANKS

Our tanks help keep you cool and dry no matter how fast and fiercely you move.



A. FASHION TANK

Our cross-sport tank looks good coming and going, with strategic ruching and a cute back detail. Contrast trim. NB Dry fabric. Tunic length. Sea Glass (on model) Heather, Black Heather, Imperial Heather, Hi-Lite Heather. XS-XL. WT53124 **\$39.99**



B. HYBRID BRA TOP

Two-layer top has a bra, drapery body and a flirty open-back detail. The more you move, the better it looks. NB Dry fabric. Asteroid, Black, Sea Glass. XS-XL. WT53103 **\$59.99**



C. M4M SEAMLESS TANK

Made for movement with seamless body construction and maximum comfort. Keep-cool mesh zones. NB Dry fabric. Daybreak, Black, Hi-Lite, Cerise. XS-XL. WT53155 **\$44.99**



D. STUDIO TANK

Long, lean, fitted and adorable. Glow stitching on straps and seams. NB Dry fabric. Shelf bra. Imperial Multi, Black Multi, Daybreak Print, Sea Glass Print, Black, Hi-Lite. XS-XL. WT53453/M **\$49.99**



E. GET BACK RACERBACK

The shelf bra and stretch knit support you as you lift, dance and run. Mesh panels boost air flow. NB Dry fabric. Sea Glass Print, Black, Asteroid, White. XS-XL. WT53114 **\$49.99**



F. NB ICE TANK

Up your cool factor. Tank has flattering seams, back vents and media cord guides. NB Ice fabric. Imperial, Sea Glass, Water Vapor/Hi-Lite, Sea Glass/Deep Water Print. XS-XL. WT53225 **\$39.99**



G. MESH PANEL TANK

Micro-mesh insets give you air flow where you need it most. NB Dry fabric. Hi-low hem. Deep Water, Black. XS-XL. WT53454 **\$49.99**



You'll love the full assortment of colors available online.

BOTTOMS

Our pants are engineered to fit, flatter, and fuel your best efforts at the gym — and after.



PREMIUM PERFORMANCE HOT SHORT

These shorts help keep you cool and covered through every downward dog, plié and squat. Opaque, matte performance fabric. NB Dry fabric. Anti-chafe. 2.5" inseam. Asteroid, Black, White, Sea Glass/Deep Water Print. XS-XL. **WS53106 \$44.99**



PREMIUM PERFORMANCE CAPRI

For hard-core workouts, we use wicking, breathing performance fabric with a flattering power mesh waistband. Plus an all-over print that gets you noticed. NB Dry fabric. Anti-chafe. 100% opaque matte coverage. 19" l. XS-2XL.

Sea Glass/Deep Water Stripe, Water Vapor/Sea Glass Stripe. **WP53117M \$74.99**
Black. **WP53117 \$69.99**



PREMIUM PERFORMANCE FASHION CROP

Fun as you run. Flattering power-mesh waist, ergo side seams, and 100% opaque matte coverage. NB Dry fabric. Anti-chafe. Zip key pocket. 23" l. Black/Sea Glass Print, Black/Imperial Print. XS-2XL. **WP53116 \$84.99**



PREMIUM PERFORMANCE TIGHT

Our favorite all-sport, everyday bottoms. Wicking, breathing, and engineered to look amazing from every angle. 100% opaque matte coverage. Tight has a flirt of ruching at the ankle. NB Dry fabric. Anti-chafe. XS-2XL.

Deep Water, Black. **WP53115 \$79.99**
Imperial Print. **WP53115M \$84.99**



STUDIO TIGHT

Get a grip on studio floors. Open heel has silicone gripper for superb traction and comfort. NB Dry fabric. Anti-chafe. Love: the opaque fabric and flattering waistband.

Black/Imperial Multi, Black/Black Multi, Black, Navy. XS-XL. **WP53455/M \$89.99**



PREMIUM PERFORMANCE BOOTCUT

The classic bootcut is made even better with 100% opaque coverage and a fiercely flattering power mesh waistband. NB Dry fabric. Anti-chafe. Black/Black Heather, Black. XS-2XL in Short [30"], Regular [32"] or Long [34"]. **WP53127 \$84.99**





SHORTS

Your strong, fit legs take a starring role in our cutest shorts.



ACCELERATE 2.5IN SHORT

Our fastest short. Love: the sleek shape, drawcord fit, and dash of reflectivity front and back. NB Dry fabric. Added value: crepe brief, internal key pocket. XS-2XL.

Black, Cerise, Black/Cerise,
Imperial, Deep Water, Sea Glass.

WS53145 **\$29.99**

Daybreak/Black Stripe, Sea Glass/Deep Water Stripe, White/Hi-Lite Stripe.
Black/White Dot [on model].

WS53163 **\$34.99**



GRAPHIC

HEATHER

MESH/
MESH+ ZEBRA

THE 711

For classes, cardio, and strength training — CUSH+ technology gives you the comfort to conquer it all. At the gym and on the go, you won't want to take your 711s off — and they're so cute, you won't have to. Shout-out: There's a pillow under your heel to soften every step. 5-11, 12. WX711.

GRAPHIC Grey/Pink, Black/Silver/Flame, Black/White \$79.99

HEATHER Black, Imperial with Camo lining, Dark Grey/Hi-Lite, Sea Glass \$79.99

MESH / MESH+ ZEBRA Black/Ivory, Dark Grey/Silver/Pink, Cerise/Ivory, Grey/Sea Glass/Hi-Lite \$74.99

GET PUMPED.

Here's what we learn at the gym: the stronger you get, the stronger you are. Sure, it's fun to have sexy strong arms and killer abs. But it's even better to feel your strength and stamina as you power your way through the world.

FAVORITE TANK

Moisture-wicking performance fabric feels like soft, supple cotton. Relaxed fit is great for layering and keeping your cool. NB Dry fabric. White. XS-2XL. WT53123 **\$39.99**

THE TENDERLY OBSESSIVE BRA

Bring it on in this cute striped bra for high-impact sports. Strappy straps have encased silicone elastic for mega support. NB Dry fabric. Sculpted cups. Medium profile. Asteroid/Imperial Stripe. XS-XL. WBT5306 **\$45.99**

PREMIUM PERFORMANCE HOT SHORT

These shorts help keep you cool and covered through every downward dog, plié and squat. Opaque, matte performance NB Dry fabric. Anti-chafe. Black. XS-XL. WS53106 **\$44.99**

THE 711

See pages 44-45. Black Heather. 5-11,12. WX711 **\$79.99**



TAP YOUR POWER

Our NB Dry fabric pulls moisture away from your body and dries fast so you can work out in comfort.



C, D

A. GET BACK RACERBACK

The shelf bra and stretch knit support you as you lift, dance and run. Mesh panels boost air flow. NB Dry fabric. Asteroid. XS-XL. WT53114 **\$49.99**

B. PREMIUM PERFORMANCE HOT SHORT

These shorts help keep you cool and covered through every downward dog, pli  and squat. Opaque, matte performance NB Dry fabric. Anti-chafe. Black. XS-XL. WS53106 **\$44.99**

C. THE TENDERLY OBSESSIVE BRA

Bring it on in this playful bra for high-impact sports. Super cute strappy straps have encased silicone elastic for mega support. NB Dry fabric. Sculpted cups. Medium profile. Hi-Lite. XS-XL. WBT3106 **\$41.99**

D. PREMIUM PERFORMANCE CAPRI

For hard-core workouts, we use wicking, breathing, opaque performance fabric with a flattering power mesh waistband. NB Dry fabric. Anti-chafe. 19" l. Black. XS-2XL. WP53117 **\$69.99**

E. FAVORITE TANK

Moisture-wicking performance fabric feels like soft, supple cotton. Relaxed fit is great for layering and keeping your cool. NB Dry fabric. White. XS-2XL. WT53123 **\$39.99**

F. THE SHAPELY SHAPER BRA

A lot stronger than she looks, our bra has 3-way motion control for high-impact moves. Power-mesh-lined cup pockets. Removable modesty pads. NB Dry fabric. Medium profile. XS-L. Deep Water/Sea Glass. WBT3302 **\$47.99**



B, E

D, F

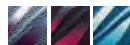
TRAINING SHOES

for every move you make.



FRESH FOAM TRAINER

Go a little further and work a little harder during high intensity workouts. Perfect for jumps, pivots and lunges. Get the comfort of Fresh Foam, extra stability and pressure-relieving foam pillows on the tongue and heel. Interior sock delivers a secure lateral fit. Grey/Imperial, Black/Pink, Sea Glass/Hi-Lite. 5-11,12. WX822V2 **\$99.99**



MINIMUS TRAINER

A closer-to-barefoot experience that lets you still do burpees and jumping jacks. Features breathable no-sew upper overlays, lightweight REVlite cushioning and a durable Vibram® outsole. Sea Glass/Deep Water/Hi-Lite, Pink/Ocean/Navy, Ivory/Cerise/Gold. 5-11,12. WX20V4 **\$99.99**



THE 811

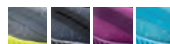
Crank up the volume on your workout. Get the exceptional cushioning of a CUSH+ midsole combined with the lightweight, strategically placed support of Phantom Tape. Black/Bold Cherry/Citrus, Dark Grey/Imperial/Orchid, Grey/White, Imperial Camo, Navy/Sea Glass/Arctic Blue. 5-11,12. WX811 **\$74.99**



THE 711

For classes, cardio, and strength training — CUSH+ technology gives you the comfort to conquer it all. At the gym and on the go, you won't want to take your 711s off — and they're so cute, you won't have to. Shout-out: There's a pillow under your heel to soften every step. 5-11,12. WX711.

HEATHER Dark Grey/Hi-Lite, Black, Imperial with Camo lining, Sea Glass. **\$79.99**



GRAPHIC Grey/Pink, Black/Silver/Flame, Black/White **\$79.99**



MESH Cerise/Ivory, Dark Grey/Silver/Pink. **\$74.99**



MESH+ ZEBRA Black/Ivory, Grey/Sea Glass/Hi-Lite. **\$74.99**



All footwear
available in
B and D widths.

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M4M SEAMLESS TANK

See page 39.

PREMIUM PERFORMANCE

HOT SHORT See page 40.



STUDIO

Ahhhh. We bring our high-tech, high-performance mantra to the studio. Here, the edges are soft, the lines are easy, and the comfort is good for body and soul.

DRAPED LAYER LS TOP
A lovely layer of epic softness. Dance-inspired, with a slim sleeve and longer hem that covers your tush. NB Dry fabric. Daybreak Heather, Black, Cerise. XS-XL. WT53452 **\$69.99**

STUDIO TIGHT
Get a grip on studio floors. Open heel has silicone gripper for superb traction and comfort. Love: the opaque fabric and flattering waistband. Anti-chafe. NB Dry fabric. Black, Navy, Black/Imperial Multi, Black/Black Multi. XS-XL. WP53455/M **\$89.99**

STUDIO TANK
Long, lean, fitted and adorable. Glow stitching details add a little sparkle to low-light workouts. NB Dry fabric. Shelf bra. Daybreak Print. More colors on page 39. XS-XL. WT53453 **\$49.99**



A. THE STRAPPY SEAMLESS BRA

Perfect for yoga, dance and other low-impact moves. Baby-soft double layer seamless knit. Gentle stretch support. Anti-chafe. Adjustable and convertible back straps. NB Dry fabric. Low profile. Black. Also in Sea Glass; see page 37. S-L. *WB53090* **\$43.99**

B. FAVORITE TANK

Moisture-wicking performance fabric feels like soft, supple cotton. Relaxed fit is great for layering and keeping your cool. NB Dry fabric. White. XS-2XL. *WT53123* **\$39.99**

C. PREMIUM PERFORMANCE HOT SHORT

These shorts help keep you cool and covered through every downward dog, plié and squat. Opaque, matte performance NB Dry fabric. Anti-chafe. 2.5" inseam. Sea Glass/Deep Water Print. More colors on page 40. XS-XL. *WS53106* **\$44.99**



A, B, C



A



B, C



D, E, F

A, B, C



G



C, E

A. BONDED FULL ZIP HOODIE

Feminine and badass in one. Technical NB Heat fabric is cozy and soft on the inside. Flattering fit. NB Dry fabric. Kanga pocket. Water Vapor. XS-2XL. WJ53125 **\$89.99**

B. STUDIO TANK

Long, lean, fitted and adorable. Glow stitching on the straps and seams adds a little sparkle to low-light workouts. NB Dry fabric. Shelf bra. Black Multi. XS-XL. WT53453M **\$49.99**

C. PREMIUM PERFORMANCE HOT SHORT

These shorts help keep you cool and covered through every downward dog, pli  and squat. Opaque, matte performance NB Dry fabric. Black, Asteroid. XS-XL. WS53106 **\$44.99**

D. WOVEN PACKABLE JACKET

Always be prepared. Super-lightweight, water-resistant jacket packs up in its own pocket. Hood tucks into collar until you need it. NB Dry fabric. Feminine fit, drawcord waist. Black Print. XS-XL. WJ53450 **\$129.99**

E. THE SHAPELY SHAPER BRA

A lot stronger than she looks, our bra has three-way motion control that takes on high-impact moves. NB Dry fabric. Mesh-lined cup pockets. Removable modesty pads. Medium profile. Asteroid/Imperial Stripe. More colors on page 37. XS-L. WBT5302 **\$51.99**

F. PREMIUM PERFORMANCE CAPRI

For hard-core workouts, we use wicking, breathing, opaque performance fabric with a flattering power mesh waistband. NB Dry fabric. Anti-chafe. 100% opaque matte coverage. 19" l. Black. XS-2XL. WP53117 **\$69.99**

G. VAZEE PACE

Move fast in the shoe that fits like a second skin. NB Dry fabric. Hi-Lite/Sea Glass. More colors on pages 22-23. 5-11.12. WPACEYB **\$109.99**

D, E, F, G





A, B, C

D, E, F, G, H

THE 717

A. BONDED SCUBA PULLOVER

Clean, urban styling and luxurious double-knit fabric make this our all-time favorite layer of warmth in the gym or on the town. Its uptown vibe gets you noticed big time. Hits of glow for fun. NB Dry fabric. Water Vapor. XS-XL. WT53451 **\$89.99**

B. DANCE PANT

Super-soft fabric brings a little lux to our favorite on-trend look. Love the slouchy fit and nonstop comfort. Plush elastic waistband and dropped rise for ease of movement. NB Dry fabric. Black. XS-XL. WP53460 **\$84.99**

C. THE 717

Kick around in our mega-cute color-block shoe. CUSH+ midsole, heel pillow and a nod to heritage NB style keep your feet smiling all day long. Black, Navy/Hi-Lite. 5-11,12. WF717 **\$79.99**

D. THE TONIC CROP BRA

Way cute choice for medium-impact sports like cycling and kickboxing. Pull-on racerback styling, removable pads. NB Dry fabric. Medium profile. Hi-Lite. XS-XL. WB53002 **\$39.99**

E. MESH PANEL TANK

Micro-mesh insets give you air flow where and when you need it most. NB Dry fabric. Hi-low hem. Deep Water. XS-XL. WT53454 **\$49.99**

F. WOVEN PACKABLE JACKET

Always be prepared. Super-lightweight, water-resistant jacket packs up in its own pocket. Hood tucks into collar until you need it. Feminine fit, drawcord waist. Deep Water. XS-XL. WJ53450 **\$129.99**

G. PREMIUM PERFORMANCE TIGHT

Our favorite all-sport, everyday bottoms. Wicking, breathing, and engineered to look amazing from every angle. 100% opaque matte coverage. Tight has a flirt of ruching at the ankle. NB Dry fabric. Black. More colors on page 41. XS-2XL. WP53115 **\$79.99**

H. THE 811

See page 50. WX811SB **\$74.99**



100 YEARS

have brought many changes to the world of sport. Times are faster, athletes are **STRONGER**, and women can play any game they want. At New Balance, we're proud of our **HERITAGE** and even more proud of our present. We're committed to our craft, driven to always **DO BETTER**, and proud that our classic styles **STAND THE TEST OF TIME.**



ESSENTIALS PLUS 90S WINDBREAKER

Classic '90s styling — plus urban colors, comfy stretch fabric and both zip and kangaroo pockets for stashing cash, phone and keys. Wind resistant. Mesh hood and lining. Thunder/Multi (on model), Sea Glass/Multi, Arctic Blue/Multi. XS–2XL. WJ53518 \$114.99

THE 574

The iconic shoe, a favorite for good reason. Retro colors, kick-back style. Grey/Hi-Lite (on model), Black/Pink Zing, Teal/Arctic Blue. 5-10, 11, 12. WL574 \$79.99

Cool new kicks rooted in classic NB heritage style.

620



THE 620
Classic NB style for kicking around town.
5-11,12. *CW620*
Redwood/Cyclone, Navy/Limeade,
Green/Serene Green. **\$79.99**
Grey, Black. **\$74.99**

420



THE 420
Sleek style, great colors, classic
race-inspired shape. Pairs with
jeans or flirtier styles with equal
ease. Grey/Pink, Slate Blue/Orchid,
Black/Flame. 5-10,11. *WL420* **\$69.99**

410



THE 410
Low-profile, track-inspired
silhouette with rich suede and a
textured upper. Rubber outsole.
Grey/Hi-Lite, Blue/Flame, Black/Pink.
5-10,11. *WL410* **\$64.99**

696



THE 696
A little bit of suede and a whole lot of
style make these the fashionista's
fave for everyday wear. Black/White,
Grey/White, Navy/White. 5-12.
WL696 **\$79.99**

555



THE 555
Little suede shoes with all-day comfort.
Choose your fave: FLIP DUO reversible
insert has imprint foam on one side and
massaging EVA bumps on the other. Black,
Grey, Cream. 5-11,12. *WL555* **\$67.99**

KICKIN' BACK.





**ESSENTIALS PLUS
CLASSIC SWEATPANT**
Lightweight French terry
fabric takes on the urban
slouch. Iconic NB woven
label adds a retro touch.
Navy, Athletic Grey. XS-2XL.
WP53502 \$69.99



THE 574
The iconic shoe, in
on-trend colors inspired by
our favorite sweatshirts.
Black/Violet. 5-10,11,12.
WL574WTB \$79.99

THE ESSENTIAL TEE



ESSENTIALS PLUS SS GRAPHIC TEE
An NB classic. Ever-flattering relaxed cut and
super-soft fabric make this your go-to top for
working out and winding down. Imperial/Orchid,
White/Imperial, Athletic Grey/Deep Water.
XS-2XL. WT53505 \$44.99



Check her size before you order! Custom shoes cannot be returned.



A



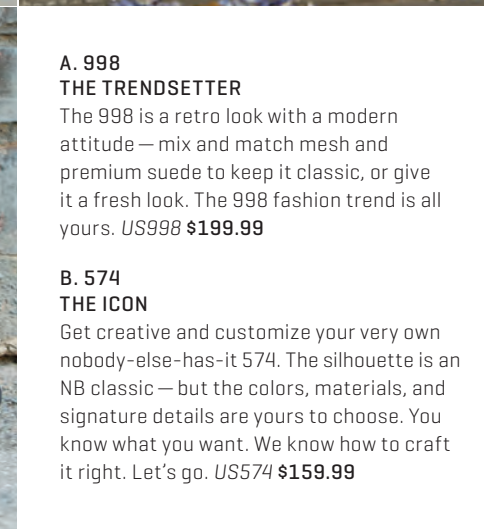
B



B



A



B

**A. 998
THE TRENDSETTER**

The 998 is a retro look with a modern attitude — mix and match mesh and premium suede to keep it classic, or give it a fresh look. The 998 fashion trend is all yours. **US\$998 \$199.99**

**B. 574
THE ICON**

Get creative and customize your very own nobody-else-has-it 574. The silhouette is an NB classic — but the colors, materials, and signature details are yours to choose. You know what you want. We know how to craft it right. Let's go. **US\$574 \$159.99**

CREATE SHOES LIKE NO OTHER

YOU'RE IN CHARGE.

Billions of combinations let you customize to express your own style. Match your mood. Show your spirit.

Make your mark.

BE YOU. BE 1.



Head to
www.newbalance.com/NB1
to start designing
your own pair.



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THE WORLD OF NB1
DOWNLOAD BLIPPAR APP**



**ESSENTIALS PLUS
HALF ZIP HOODIE**

Retro all the way. Cozy French terry covers you in comfort. Iconic NB woven label on the front kanga pocket. Ivory Heather, Black. XS-2XL. WT53500 \$79.99

**PREMIUM
PERFORMANCE TIGHT**

Our favorite all-sport, everyday bottoms. Wicking, breathing, and engineered to look amazing from every angle. 100% opaque matte coverage. Tight has a flirt of ruching at the ankle. NB Dry fabric. Anti-chafe. Black. XS-2XL. WP53115 \$79.99

ESSENTIALS PLUS SS LOGO TEE

Proudly old school. Five colors, one great fit. NB Dry fabric keeps up with your busy day and enjoys binge-watching TV too. Violet, Arctic Blue, Athletic Grey, Flame, White. XS-2XL. WT53504 \$34.99

THE 574

The iconic shoe, in laid-back colors inspired by our favorite lived-in sweatshirts. Black/Violet, Blue/Limeade, Grey/Hi-Lite, Purple/Flame. 5-10,11,12. WL574 \$79.99



**PICK
YOUR FAVE**



YOU INSPIRE US.

Champions, medal winners and everyday athletes: you are a community of powerful women with a shared love of sport. You inspire us with your drive and your commitment, your generosity in victory, your grit after a loss, and your courage to give everything you've got. We, the women of New Balance, are proud to be part of your team.



MEET OUR ATHLETES. LEARN WHAT DRIVES THEM. SHARE YOUR STORY.

Our athletes share the values of integrity, courage, leadership and giving back. Now you can get to know them and take inspiration from their stories.

Join the conversation at #girlsrunthistown

 @nbwomen



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