





S13

SPRING | SUMMER 2013 WOMEN'S COLLECTION

As the line between performance and lifestyle continues to blur, MPG is proud to announce the introduction of seamless pieces that have been given a uniquely MPG twist: Whereas convention would dictate such pieces be tight and form-fitting, the brand has gone in a different direction by including ruching at key points to add contour and provide concealment. The result is a complete capsule of garments featuring fluid silhouettes, drastically, almost eliminated, chafing and a luxurious, softer hand feel. The relaxed pieces, skewing towards lifestyle, create layering options with or without a bra top and are great for before or after a workout.

Color blocking, continuing its dominance across the entire fashion industry as a whole, appears in MPG Spring/Summer 2013 but has been toned down to rely more heavily upon the heather melange base while high pop tones provide interesting and vibrant contrasts. And as with the previous season, the color stories speak to a decidedly retro flavor.

The python print story continues this season but has been limited to bottoms only, including the perennial best-seller, Avert. Spring 2013 will see the introduction of an exciting new treatment, the chevron pique print, which will imbue the collection with visually arresting textures in sheer, lightweight fabrics for tops and bottoms.

Another exciting development is the inclusion of lace accents and panels on both active tops and outerwear which reflects prevalent trends. An extension of the captivating texture/fabric treatment story is the appearance of power mesh that is sheer yet remains highly functional.

Lastly, outerwear has been given an edgier, increased chic upgrade across the board with treatments such as waxed fabrications and ruching in striking silhouettes to continue MPG's tradition of creating exceptionally stylish jackets for the inclement weather of the season. Plus, the heavier weight fleece story continues with the introduction of organic cotton fabrications.





S13

SPRING | SUMMER 2013 MEN'S COLLECTION

MPG's men's collection, skewed much more heavily to performance than the women's, features the introduction of the aforementioned organic cotton fabrication to update the fleece segment, delves into antibacterial features, celebrates colour blocking and manages to push the envelope when it comes to breathing a fashion forward edge to the traditionally performance-inclined men's line with slim pants and an active blazer.

Tops in our Active capsule have been constructed in an antibacterial mini-stripe while the traditionally staid colour palette has been amplified with hues such as orange, wasabi and atomic blue to add an extra bit of pop.

Similar to the women's organic cotton capsule, the men's segment in the same fabrication offers cozy pieces perfect for post-workout cover-up, outdoor activity during cooler temperatures and relaxed lifestyle pieces well-suited for casual lounging.

Color blocking for men, this season, relies heavily on contrast panels that are both ergonomically flattering on some styles whilst strikingly fashion-forward in asymmetric permutations on others. Especially exciting is our Mondrian-esque style, Frame.

The men's Spring 2013 Collection, lastly, features some truly remarkable garments that elevate the men's collection to an even higher echelon of fashion forward thinking. Our Imbue marks a long-awaited return to polo shirts, the Escape pant fuses casual pant construction to an activewear application and our ripstop blazer, Refine, featuring a snap-out vest, combines menswear tailoring with utilitarian functionality.





SPRING | SUMMER 2013 ACCESSORIES

The expanding MPG accessories product category continues to extend the brand's 'My Performance, My Lifestyle' philosophy that aims to bridge the gap between active and casual. From yoga mats, fitness balls and headbands/hair ties in Fall 2012, Spring 2013 will witness the introduction of new items such as a braided headband, sash hip bag ideally suited for carrying keys, lip balm, cash or an mp3 player, a highly stylized and striking water bottle and a geo printed snap scarf that can be worn both casually with jeans and a blazer or during a jog in especially chilly climes.

Other developments include two new pieces to the rapidly evolving bag segment. For an upscale, urban and sophisticated look, MPG offers its Black Series bag that features yoga mat and water bottle holders, waterproof zippers and a handy compartment to store a laptop. The Expanding Tote is an update of the resoundingly successful Slouch Tote from Fall 2012 that, as one might expect, offers even more storage in a compressible and compact tote.

MPG's adherence to advocating the 'My Performance, My Lifestyle' sustains its ardent belief that both garments and accessories can be utilized in a wide variety of settings and applications.





THE HISTORY OF MPG®

The Mondetta brand strives to bring nations and people together.

The name, Mondetta, is synonymous with harmony and diversity: 'Monde' is French for 'world' and the Latin suffix 'etta' means 'small' – thus, 'small world'. Founded nearly twenty-five years ago by four young men, some of them teenagers, while they were still in high school and university, the Mondetta brand has evolved – first introduced as an icon of global unification, it's now an established collection of ever-evolving casual wear, outerwear and specialized niche apparel.

Mondetta Performance Gear, MPG, continued the Mondetta brand's tradition of always evolving by taking its Mondetta Sport line one step further to create a line of clothing that could both meet the demands of athletes while still adhering to the company's core principles of fashion forward styling. The result was an activewear collection with a distinctly unique twist: cutting-edge designs and styles were accentuated with active details such as stretchability, moisture wicking and breathability to strike a perfect balance between form and function.

Ash Modha, CEO and Head Designer, gleaned much of the initial inspiration for MPG from his wife, a ballet dancer, and her friends' desire for activewear that performed well but didn't sacrifice comfort. The dancers became their focus group, test market and because of their heavy involvement in the arts, could be trusted for their aesthetic sensibilities. MPG has continued to use dancers, instead of models, in nearly every photo shoot since its inception.

In recent years, as yoga and active lifestyle apparel has grown in popularity, MPG has enjoyed burgeoning growth at break-neck speeds. The brand has continued to make waves right across North America and has explosive growth every year while simultaneously increasing its presence through media channels. MPG's focus will always remain on the athletes, dancers and various individuals continually striving and toiling in a never ending pursuit of excellence.

THE VISION

Truly powerful action is the result of an equally passionate vision and drive to achieve. Behind the energy for perfection surges the will to attain it. In recognizing this balance, MPG has developed a line of clothing that seamlessly blends fashion and function, design and performance. The results are richly detailed pieces with a technical edge – an entire collection unparalleled in conception and construction.

MPG, inspired by the smooth, strong movements of performers such as athletes and dancers, celebrates the drive, dedication and perseverance of these phenomenal individuals. MPG applauds their unyielding pursuit of excellence, through sacrifice and discipline, with respect and admiration. The brand's versatility allows for more than just function; it embodies style and comfort by offering a range of clothing to suit any activity in any environment, at the apex of vision and vigor.

In our drive to develop the ultimate active apparel, we have achieved garments that feel and look so great you will want to wear them everyday.





MY PERFORMANCE MY LIFESTYLE

MPG's 'My Performance, My Lifestyle' concept is derived from the brand's original ethos of creating activewear that retains both a technical and fashion edge. The individuals who appear in our editorial images illustrate how the active aspects of their lives have been carried forward to their everyday aesthetics and highlight the brand's ability to transcend apparel worn primarily at the gym to everywhere and anywhere beyond.

MPG, in its continuing efforts to create fashion forward active apparel, bridges the gap between performance and lifestyle to create entire collections that transition seamlessly from one to the other with an innate versatility absent from other brands in the marketplace today.



RACHAEL SIMON
Synchronized Swimmer, 'Le Rêve' at Wynn Las Vegas,
MPG Messenger
Photography: Marc Von Borstel
© MPG



BRETT HOEBEL

Celebrity trainer from NBC's *The Biggest Loser*
and founder of Hoebel Fitness, MPG Messenger
Photography: Marc Von Borstel
© MPG



FRANCO NIETO
Fellow Dancer, Northwest Dance Project,
MPG Messenger
Photography: Marc Von Borstel
© MPG



HEATHER LANG

Broadway Performer, former cast member of
Spider-Man: Turn Off the Dark, MPG Messenger
Photography: Marc Von Borstel
© MPG



KATE DEINES

Seattle Reign and US U-23 National Team Soccer Player,
MPG Messenger
Photography: Marc Von Borstel
© MPG

MPG ON REDBOOK'S WEBSITE

JANUARY 2013

MPG appears on Redbookmag.com in the article "100 Workout Clothes That Make You Want to Sweat" by Julia Malacoff.

The following MPG are featured:

Stamina Tee (Slide 37)

Flight Bra Top (Slide 64)

Maia Active Skort (Slide 71)



MPG SPRING ITEMS FEATURED IN WOMEN'S HEALTH

JANUARY / FEBRUARY 2013

MPG is starting the New Year in style! Check out MPG featured in Women's Health Fashion Feed (Jan/Feb 2013 edition)

Featured are stunning women's lifestyle organic cotton 'Glamour' top with cut-out shoulders (available in our upcoming Spring collection) and our unisex MPG Draw Top Gym Bag



GLAMOUR.COM FEATURES DAPHNE JACKET

NOVEMBER 2012

Meredith Turits gives props to MPG's versatile "Daphne" micro-fleece jacket in "33 Gift Ideas for the Health Nut (or Wannabe Health Nut)" feature.

MEN'S HEALTH MAGAZINE

JANUARY / FEBRUARY 2013

New York Rangers goalkeeper, Henrik Lundqvist, appeared in Men's Health Magazine (Jan/Feb 2013 edition) wearing the 'Bolt' short sleeve active t-shirt from Fall/Winter 2012.



MPG MESSENGER CRAIG RAMSAY STRETCHES FOR HEALTH

SEPTEMBER 2012

Celebrity fitness trainer and MPG Messenger Craig Ramsay showed off his fitness program stretching techniques while wearing MPG on several tv spots this fall, including:

Entertainment Tonight Canada

CNN

FOX 5 News, Washington

Let's Talk Live, Washington



SHE KNOWS SEXCERPTS: 5 SEXY ACTIVEWEAR PIECES

SEPTEMBER 2012

In this popular website review of current activewear, among their favorite picks was MPG's Flight Bra Top.



FIT SUGAR PRODUCT REVIEW: MPG ESSENTIAL CAPRI

SEPTEMBER 2012

FitSugar reporter Anna Renderer and host Brandi Milloy do this great segment promoting the MPG women's Essential capri

“GO FOR THE BOLD!” WITH KIMBERLEY ANDERSON

JULY 2012

Lifestyle Expert Kimberley Anderson appeared in two segments called “Go For The BOLD! - Bold Activewear & Gear That Inspires You to Be an Everyday Olympian”. The first, on Fox45Now (Dayton, Ohio) features a variety of MPG products, including the Serene Hoody, Xenos top, Demure short, the popular MPG Slouch Tote, as well as the men’s active Outlast tee. The second feature is from Indianapolis (IndyStyle TV) and promoted the Serene Hoody once again.



MPG MEN'S TEE FEATURED IN COMPETITOR

JULY 2012

Our men's Motion tee made an eye-catching appearance in Competitor Magazine's July issue in a spread focused on 'Summer Styles!'

PUTTING THE FIT IN FITNESS - VIVMAG FEATURES MPG ACTIVE TANKS

SUMMER 2012

Women's online magazine, VivMag, quoted MPG's own head of design, Sonya Ramgotra, on summer activewear trends. Showcased, rather prominently, were two women's active tanks, Prima and Dash.



MPG FEATURED IN RESIDENT MAGAZINE

JUNE 2012

MPG had another great PR opportunity to collaborate with New York's Resident Magazine columnist George Brescia and Life & Fitness Professional Erin Stutland. In this article, Erin looked fun and stunning in MPG's Xenos cover-up tank and Simha Capri Tight, which she also modeled on NBC New York's "Knockout Style: Fashion for the Gym and Beyond" segment in May.

DM STYLE: DANCE MAGAZINE FEATURES MPG HOT SHORT

JUNE 2012

As part of a spread on 'Phenomenal Summer Fashions' in *Dance Magazine*, the MPG Demure short was featured on reality web series "Dance212" cast member, Victoria Gempel, of the Professional Children's School and Steps on Broadway.



KNOCKOUT STYLE: MPG FEATURED ON NBC NEW YORK

MAY 2012

Style Expert and NY Resident Magazine Columnist George Brescia and Life & Fitness Professional Erin Stutland, appearing on NBC New York Live, highlighted a variety of looks you'll be proud to rock at the gym, which included a winning MPG women's combo of a Xenos cover-up tank and a Simha Capri Tight.



Mondetta Performance Gear Introduces New Line with Help from Pro Dancers

New York, NY—Mondetta Performance Gear has enlisted Stella Aberra and Sascha Radetsky of American Ballet Theatre, Lesley Rausch of Pacific Northwest Ballet and hip-hop dancer Bijoya “BJ” Das to help promote its Spring/Summer 2012 collection. This year marks the first time MPG has signed a hip-hop dancer to endorse its gear. The models will be featured in MPG’s advertising campaigns and in promotional materials that the company will provide to retailers.



Sascha Radetsky models capri pants from MPG’s Spring/Summer 2012 collection.

MPG’s latest collection of dance, fitness and lifestyle apparel reflects recent runway trends such as color blocking, which flatters a variety of body types. “We’ve always trusted fashion-forward styling, marrying it with the technical aspects of four-way stretch, moisture wicking, breathability and quick-drying fabric,” says Anand Modha, who does PR and marketing for MPG.

The women’s line includes a range of sports bras, tanks, T-shirts, shorts, capris and leggings made of high-gloss performance jersey. This season’s offerings feature a leather gray base with accent colors that include turquoise, purple and persimmon. For men, the company is adding capri-length pants to its lineup of shorts, long pants, tanks and T-shirts. Key colors in the men’s collection include blue, lime green, charcoal and heather gray.

For more information, contact MPG. www.mpgsport.com; 888-666-3388

DanceRetailerNews.com May 2012

DANCE RETAILER NEWS

MAY 2012

Dance Retailer News highlights the MPG Spring collection and talks about MPG’s affiliation with the professional dance community.

MPG PRODUCT FEATURED ON GLAMOUR.COM

APRIL 9, 2012

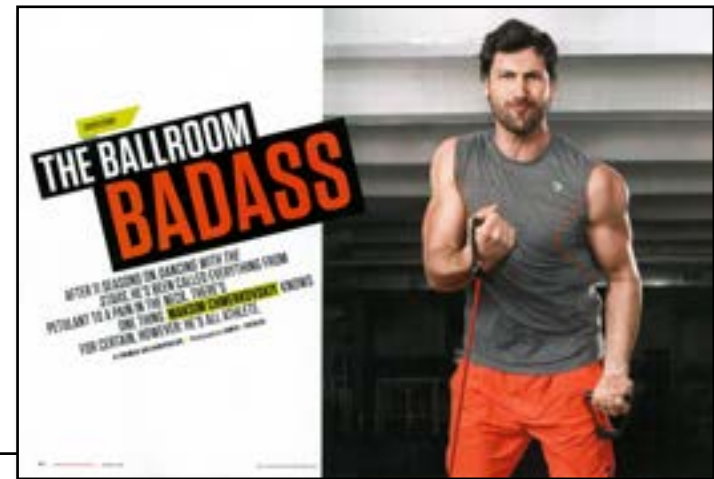
Glamour.com posted an online article “Workout Gear: The Spring Fitness Clothes and Accessories I Can’t Live Without”, which featured MPG’s Cadence top.

MEN'S FITNESS

Featuring Maksim Chmerkovskiy from Dancing With The Stars

APRIL 2012

In the April 2012 issue of Men's Fitness, hit show *Dancing With The Stars* veteran choreographer Maksim Chmerkovskiy is spotted wearing MPG's **Discus** sleeveless tee, while discussing being an athlete, a dancer and tv personality.



PRESS FEATURES

SPRING INTO SHAPE - MPG FEATURED ON FOXNEWS

Featuring Nikki Fitness

MARCH 31, 2012

MPG received some great national exposure when our women's spring line was featured on with FoxNEWS After The Show Show with Nikki Fitness. Spotted in this video were women's styles Raleigh and Lunal



PRESS FEATURES

DANCE RETAILER NEWS

MARCH 2012

Further strengthening the brand's alignment with dance, both professional and aspiring, MPG was featured in the March 2012 issue of Dance Retailer News with women's Spring/Summer collection items **Adora** performance tank and **Nadir Capri**.

MPG FEATURED IN P3 PROMO VIDEO

JANUARY 2012

In this video, Dr. Marcus Elliott talks about the cutting-edge sports science involved in the making of P90X2 whilst wearing MPG men's **Essential** Pullover and Warm Up Pant! Dr. Elliot was instrumental in the development of the acclaimed fitness program P90X2®.



PRESS FEATURES

JANUARY 2012

Detroit-based, women's lifestyle magazine *My Metro You* featured MPG in an extensive activewear article that explained the ins and outs of the technical fabrications used in constructing high-quality, performance enhancing sports apparel. Our head of design, Sonya Ramgotra, was heavily cited for her expertise on the subject matter.



SELF.COM & GIRLS GONE SPORTY FEATURE MPG ACTIVEWEAR

JANUARY 2012

Popular online activewear sites *Self.com* and *GirlsGoneSporty.com* featured MPG activewear in several articles!



WOMEN'S WEAR DAILY: ACTIVEWEAR TREND

SEPTEMBER 1 2011

The popular *Women's Wear Daily* online featured the new women's "Flight" bra top from our Fall 2011 Collection, alongside some other big-name competitors in a post on Activewear Trends, in honor of the U.S. Open Tennis Tournament.

STYLESIGHT: MPG STRONG PRESENCE IN ACTIVE CATEGORY (O.R. SUMMER '12)

MAY 2011

Trend forecasting website *StyleSight* was at Outdoor Retailer Summer Market and did an extensive review of the Active category. MPG was among the favorites and several items from the Collection were featured:



MPG FEATURED IN NJ SAVVY LIVING

MAY 2011

MPG enjoyed continued press coverage as a result of a spring 2011 marketing trip to the affluent New York / New Jersey area. Lifestyle magazine *NJ Savvy Living*.



PRESS FEATURES

MPG FEATURED ON NBC'S THE TODAY SHOW

MARCH 31 2011

New York City-based fashion fitness blogger and friend of the brand, MizzFit was featured on *NBC's The Today Show* to discuss spring active wear trends with Kathie Lee Gifford and Hoda Kotb. Featured prominently on three models and on MizzFit herself, MPG was definitely the star of the showcase!



MONDETTA CHARITY FOUNDATION

For the complete story please visit www.mpgsport.com/mcf



Since its inception over 25 years ago, Mondetta Clothing has maintained, at the heart of the company's philosophy, strong philanthropic efforts benefitting a wide variety of local, national and international charitable organizations. In 2004, the company founded the Mondetta Charity Foundation (MCF) to make a difference in East Africa, where from the principals originally hail.



The MCF, a completely separate entity from the Mondetta Clothing Company and MPG which means a majority of administrative costs are borne by the parent company, seeks to ease some of the suffering in the East African region, specifically Uganda and Kenya. Tackling such seemingly insurmountable problems as poverty and the devastating AIDS epidemic, the MCF takes action at the grassroots level to ensure the help pledged goes to those who need it most.



Currently, the MCF supports a primary school in the sprawling slum of Kamwokya which is located in the Ugandan capital of Kampala. In neighbouring Kenya, partnering with the New Life Home Trust, the MCF pledges support to an orphanage in the coastal town of Lamu where children from 1 month to 3 years old, many of whom have lost either one or both parents to HIV/AIDS, or have simply been abandoned, can find safe refuge and the only semblance of family they have ever known.



THE CHALLENGE

- 33% of the African population suffer from malnutrition
- Less than 50% of the African population has access to medical care or doctors
- 57% of children are enrolled in school and only 1 in 3 actually complete
- 1 in 6 children die before the age of 5
- Every 5 seconds a child starves to death
- More than 1 million children have lost one or both parents to HIV/AIDS



GETTING INVOLVED

KAMWOKYA PRIMARY SCHOOL, KAMPALA

- \$15.00 feeds one child for a month (50 cents/day - 1 meal)
- \$30/month allows you to be an educational sponsor (nutrition and educational resources)
- \$90/month donation provides 60 children with a new school uniform
- \$1000/year provides post secondary education to a studious child

NEW LIFE HOME ORPHANAGE, LAMU

- \$ 300/month supports 5 children in the orphanage (nutrition, shelter and medication)

To facilitate the donation process, the MCF has partnered with **CanadaHelps.org** (Search: Mondetta Charity Foundation) public charitable foundation, which is Canada's only donation portal and that simplifies the donating process, making it easy, quick and secure. Or you can cut out and use the donation form provided to the right. Either way, your generous support is appreciated and going to a very worthy cause.

Donation Amount:

- \$35 \$50 \$100 Other _____

Please send a tax receipt (donations of \$15 or more)

Payment Method:

- Cheque/Money order (enclosed) www.CanadaHelps.org
(to set up monthly donations)
- Visa Mastercard

Credit Card # _____

Expiry Date _____

CCV# _____

Signature _____

For more information visit www.mondetta.com/mcf

MCF Charity# **81772-0071-RR0001**

MONDETTA CHARITY FOUNDATION 1109 Winnipeg Avenue Winnipeg, Manitoba, Canada R3E 0S2 Phone: 1-888-666-3388 Email: joanne.pataudeau@mondetta.com



MONDETTA CHARITY FOUNDATION Pledge Form

Yes! I want to help improve the lives of innocent children!

Name
Address
City
Province
Postal code
Email



www.mpgsport.com

CONTACT

MPG HEAD OFFICE

1109 Winnipeg Avenue
Winnipeg MB Canada R3E 0S2

T [204] 786-1700
F [204] 786-1840
TF [888] 666-3388

PR & MARKETING

ANAND MODHA, PR & Communications
anand.modha@mondetta.com
T [204] 786-1700 ext. 351

TONY LAVILLA, Brand Director
tony@mondetta.com
T [204] 786-1700 ext. 328

U.S. SALES

MELISSA McGLYNN
National Sales Director

T [317] 946-3534
F [317] 577-2175
E melissa.mcglynn@mpgsport.com

KATHLEEN O'CONNOR

US West Coast Sales Representative

T [310] 663-6269
F [310] 943-1739

CANADA SALES

KARLI COLPITTS
Canada Sales Representative

karli.colpitts@mpgsport.com
T [204] 786-1700 ext. 333
F [204] 786-1840
E karli.colpitts@mpgsport.com

COMMUNITY

 **MPGCLIQ.COM**
The Online MPG Community

 **Facebook Fan Page**
facebook.com/mpgsport

 **Follow us on Twitter:**
twitter.com/MPGTweet