





# F13

## FALL | WINTER 2013 WOMEN'S COLLECTION

AS TODAY'S ACTIVE CONSUMER CONTINUES TO SEEK OUT FUNCTIONAL APPAREL THAT RETAINS A FASHION FORWARD EDGE, MPG REMAINS AT THE FOREFRONT OF THE INDUSTRY BY CONSISTENTLY CREATING COLLECTIONS THAT BLUR THE LINE BETWEEN TECHNICAL PERFORMANCE AND UPTOWN CASUAL. THE FALL 2013 IS NO EXCEPTION. BROKEN DOWN INTO DIFFERENT CAPSULES BUILT AROUND DIFFERENT FUNCTIONAL AND AESTHETIC NOTIONS, THE LINE IS ANOTHER STEP IN THE MPG BRAND STORY.

### **BLACK SERIES**

ADHERING STRONGLY TO AN ACTIVE SLANT, THE BLACK SERIES CAPSULE FEATURES HIGH ENERGY POP COLOURS SUCH AS CORAL FIRE AND ELECTRIC BLUE TO COMPLEMENT AND PARTNER WITH BLACK AND HEATHER CHARCOAL BASE TONES. RETRO MESH OFFERS BOTH FEMININE DETAILING AS WELL AS VENTILATION FUNCTIONALITY AND MESH OVERLAY HAS BEEN COMBINED WITH REFLECTIVE ASPECTS, THE LATTER OF WHICH PROMISES TO FEATURE PROMINENTLY THIS FALL.

### **OPULENCE**

CONSIDERED OUR 'LUX' CAPSULE, THE OPULENCE LINE FEATURES JEWEL TONES, FABRICATIONS WITH METALLIC SHEEN, VELVET TRIMS AND A CROC PRINT IN BOTH BURNOUT AND SUBLIMATED ITERATIONS. CHAMPAGNE JERSEY APPEARS IN STRIKING TONES SUCH AS GARNET, PURPLE QUARTZ AND OLIVE STONE, THE LAST OF WHICH HAS BEEN INTRODUCED AS AN EVOLUTION OF OUR PREVIOUS MILITARY GREEN. WELL SUITED FOR YOGA, THE OPULENCE CAPSULE ELEVATES ACTIVEWEAR FROM MERE FUNCTIONALITY TO HAUTE COUTURE LUXURY.

### **FUSION**

THE SEASON'S LIFESTYLE GROUPING, FUSION HEWS TO A RELAXED SILHOUETTE, LOOSER DRAPES, COZY COVER-UPS AND SLOUCHY BOTTOMS. PRINTS HAVE BEEN DRAMATICALLY UPDATED TO INCLUDE A GEOMETRIC BLOCK PATTERN AND AN ARTFUL MIDNIGHT CLOUD PATTERN, EXECUTED IN DARKER, BROODING TONES PERFECTLY SUITED TO THE SEASON. COTTON FLEECE PIECES REFLECT A CONTINUING PREVALENCE TOWARD NATURAL FABRICS WHILE LACE DETAILS, IN PIQUÉ, INFUSE S FEMININE SENSIBILITY TO OTHERWISE RELAXED GARMENTS.







F13

## FALL | WINTER 2013 MEN'S COLLECTION

MPG'S MEN'S COLLECTION, REFLECTING MARKET TRENDS, CONTINUES TO ADHERE CLOSELY TO THE PERFORMANCE SIDE YET STILL REMAINS MUCH MORE STYLISH AND FASHIONABLE THAN OTHER COMPARABLE BRANDS.

THE FALL 2013 COLLECTION WILL WITNESS THE INTRODUCTION OF A VERSATILE AND STYLISH NEW TONE, TWILIGHT, WHICH IS AN UPDATE OF OUR STANDBY BLUE THAT POSSESSES INDIGO UNDERTONES. THE RESULT IS A SLEW OF PIECES THAT ARE URBAN YET RETAIN A PERFORMANCE EDGE.

LASTLY, BRAND IDENTIFICATION HAS BEEN MINIMIZED TO DIFFERENTIATE MPG FROM OTHER LEADING ACTIVEWEAR LABELS IN THE MARKETPLACE TO REFLECT THE BRAND'S INCREASED FOCUS ON FASHION FUNCTIONALITY, PERFORMANCE MEETING LIFESTYLE.

## ACCESSORIES

THE ACCESSORIES PRODUCT SEGMENT CONTINUES TO EXPAND WITH THE MUCH-AWAITED ENGINEERED JACQUARD PERFORMANCE SEAMLESS UNDERWEAR LINE INCLUDING A BOY SHORT, THONG AND BRALET. WITH STRATEGICALLY PLACED SUPPORT AND VENTILATION PANELS, THE LINE PROVIDES ULTIMATE COMFORT FOR HIGH INTENSITY WORKOUTS AND EXERCISE ALLOWING FOR EASY WORK TO GYM/YOGA TRANSITIONS.

THE UNDERWEAR LINE JOINS THE ALREADY ROBUST MPG ACCESSORY COLLECTION OF YOGA EQUIPMENT, BAGS, HAIR TIES AND SWEATBANDS.



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## 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.

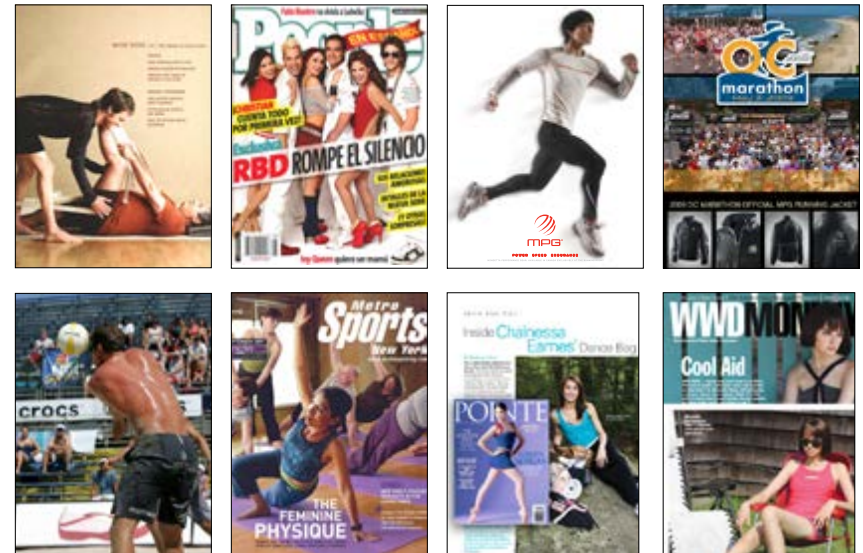
In recent years, as yoga and active lifestyle apparel has grown in popularity, MPG has enjoyed burgeoning growth at break-neck speeds. The brand has continued to make waves right across North America and has explosive growth every year while simultaneously increasing its presence through media channels.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

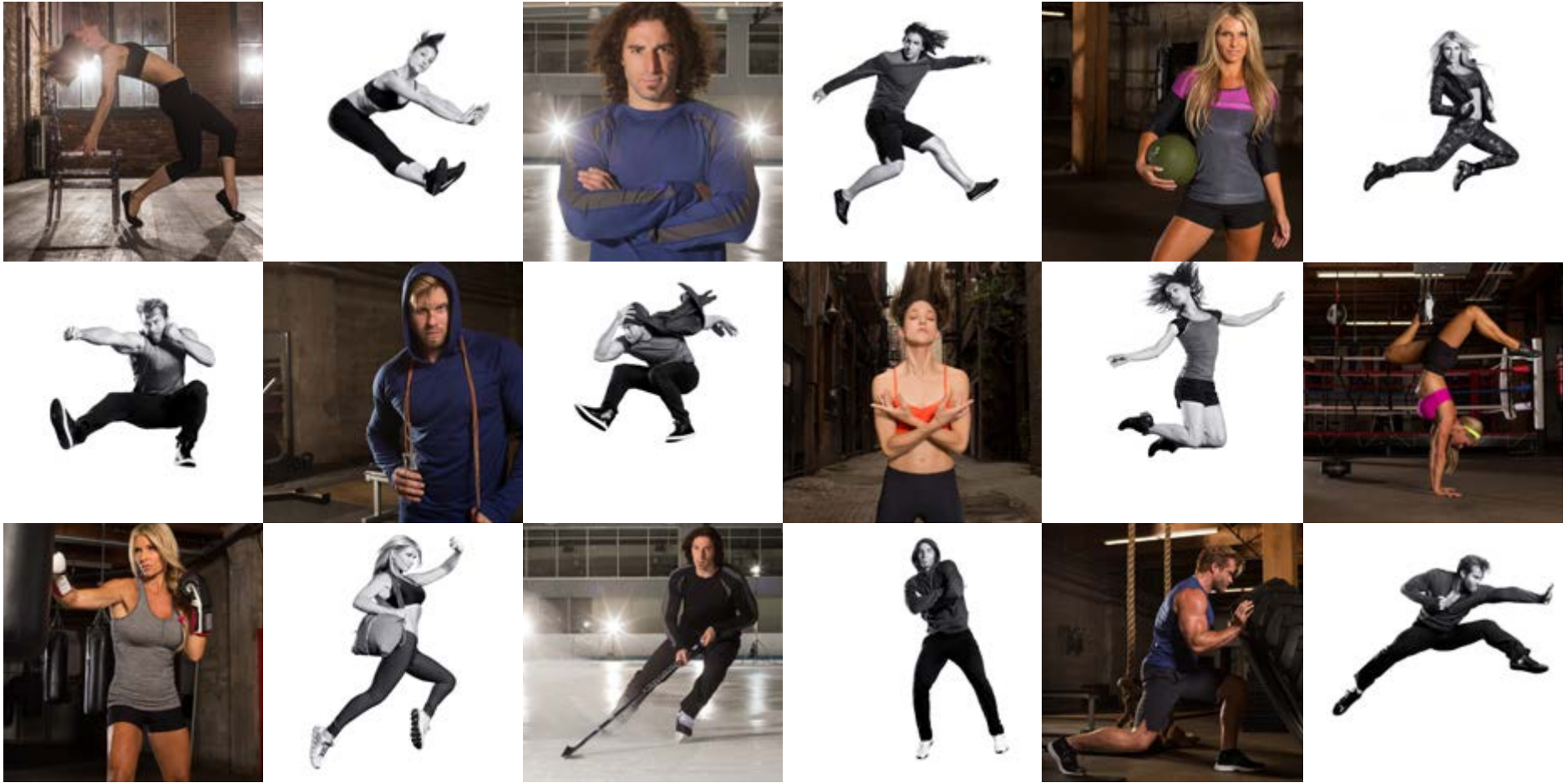
## THE VISION

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.





KIM DOLAN LETO MPG MESSENGER, WRITER / MODEL / SPEAKER  
PHOTOGRAPHY: MARC VON BORSTEL ©MPG



CRAIG RAMSAY MPG MESSENGER, CELEBRITY FITNESS EXPERT & MOTIVATOR TO MOVE  
PHOTOGRAPHY: MARC VON BORSTEL ©MPG





CHRIS THORBURN MPG MESSENGER, CENTRE - NATIONAL HOCKEY LEAGUE  
PHOTOGRAPHY: MARC VON BORSTEL ©MPG





ASHLEY BOUDIER MPG MESSENGER, PRINCIPAL - NEW YORK CITY BALLET  
PHOTOGRAPHY: MARC VON BORSTEL ©MPG

MPG BRA TOP IN COSMOPOLITAN



SEPTEMBER 2013 ISSUE

Take a sneak peek at what's to come later this season – featured on page 236 of Cosmopolitan, the model sports our unique 'swirl print' bra top from the MPG 'Gallery' collection, due this November.



DEMURE TOP IN WOMEN'S HEALTH



JULY/AUGUST 2013 ISSUE

MPG starts summer off with a bang with this fantastic exposure in Women's Health Magazine! Get a sneak peek at our Fall/Winter 2013 women's collection, with a model featured wearing an active workout tank we call "Demure". See it on the contents page and on the back cover fold-out!



PRESS FEATURES



## EXPANDING TOTE BAG IN SELF MAGAZINE



JUNE 2013 ISSUE

MPG's continuing press exposure this spring includes this highlight in Self Magazine, page 60, "The Right Bag" feature.



## CRAIG RAMSAY WEARS MPG ON RICKI LAKE SHOW: BRIDAL BOOT CAMP



MAY 21, 2013

Celebrity fitness trainer and MPG Messenger Craig Ramsay made another recent appearance, decked out in MPG on the Ricki Lake Show in her Bridal Boot Camp series. With Craig's nutritional advice, exercise program and guidance, bride-to-be Jenni was able to lose 20 lbs! Craig is wearing two items from MPG's Spring/Summer 2013 Collection, 'Grade' color block active tee in Blaze and 'Celerity' woven cargo short in Charcoal.



PRESS FEATURES



# HARLOW TOP FEATURED IN FITNESS MAGAZINE

MAY 2013

Page 38 in the May 2013 issue of Fitness Magazine features MPG's Harlow chevron piqué cover up tank in their Fitness Pulse product review article!

# MPG SPOTTED IN PILATESSTYLE MAGAZINE

APRIL 2013

MPG women's Essential Knee Tight is spotted on the cover model and in the article "Best Foot Forward" written by and featuring Kara Wily, a Los Angeles pilates studio owner/instructor who wears our Galatea Active Tank.



PRESS FEATURES

# MANEUVER BRA FEATURED IN FITNESS MAGAZINE

APRIL 2013

The April edition of Self in the "Move Your Body: Hit The Spot" article... the model is wearing the Maneuver bra top!



# FLIGHT BRA SEEN IN SELF MAGAZINE

APRIL 2013

MPG's Flight sports bra is included on page 80 in "A Stylin' Bra" product feature page.



PRESS FEATURES



## 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.





# 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 Tights, which she also modeled on NBC New York's "Knockout Style: Fashion for the Gym and Beyond" segment in May.

PRESS FEATURES

## 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.



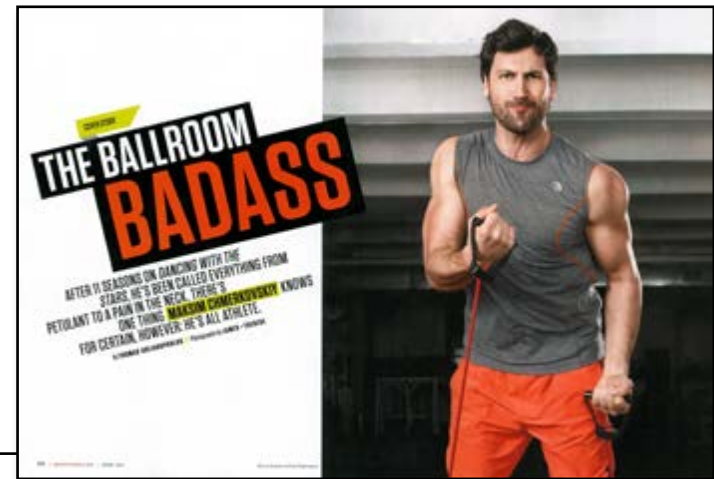


# MEN'S FITNESS

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



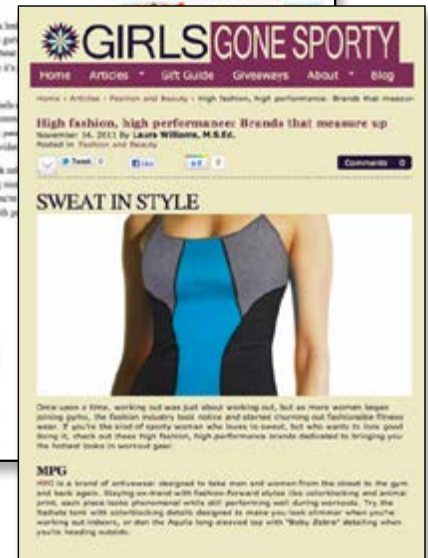
## DANCE RETAILER NEWS

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**.

PRESS FEATURES

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!







[www.mpgsport.com](http://www.mpgsport.com)



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