

2021 COUTURE LOOKBOOK

REBEL

A T H L E T I C

Santorini

luxury couture collection

HOW WE
MADE IT

AND WHAT WE
LEARNED

the hottest
design trends
plus! floor-ready
couture

INTO THE BLUE . COLOUR POP . OLYMPUS FULL CONTRAST + MORE



THANK YOU.

We are deeply grateful to the Greek consulates: Dimitris Diamantis, Tina Ntzioura, Vasileios Kioulafis, Evgenia Beniatoglou, Kristina Kasapi, Dimitrios Sparos, Panagiotis Sarris and the Greek government for allowing us to enter the beautiful country of Greece. Without whom, none of this could have happened.

DISCOVER MORE
AT REBELATHLETIC.COM



STEEL BLUE



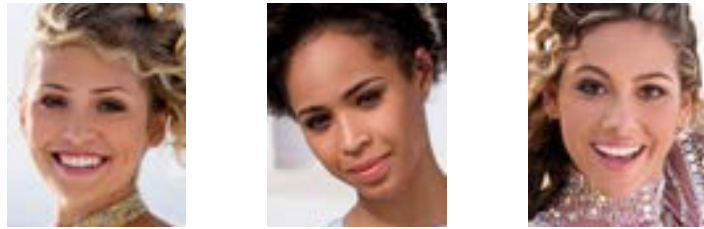
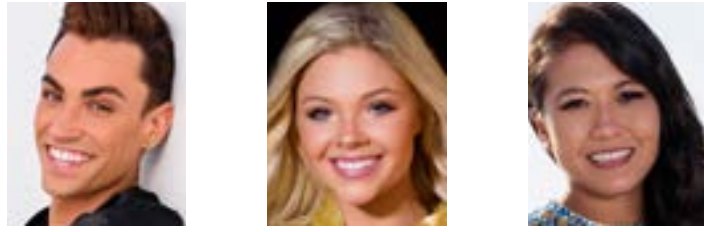
PIXIE DUST



SILVER

Shop the
**Leopard Dream Bag
Collection** and more at
RebelAthletic.com. For team
orders, contact your Rebel
Account Manager or email
teamsales@rebelathletic.com.





CHECK OUT MORE EXCLUSIVE CONTENT

Scan the QR code to gain access to more behind-the-scenes content from Rebel in Santorini.

REBEL
ATHLETIC

DESIGN

HEAD OF DESIGN/PROP CURATION

Gordon Steinecke

DESIGNERS

Neelam Taj, Maggie Zepeda, Troy Smith, Maria Romero, Yulima Horta, Shira Artis, Cesar Arzola, Anna Gmurowska, Tina Gu, Charya Williams, Paige Oramas, Natasha Tolley, Latisha Ondiegi, Cherrie Luzon, Gordon Steinecke

TECH COORDINATORS

Diamond Irby-Tinsley, Cesar Arzola, Anna Gmurowska, Shira Artis, Yulima Horta, Tina Gu, Paige Oramas, Gordon Steinecke

PRODUCT COORDINATORS

Cynthia Diggs, Latisha Ondiegi

STYLISTS

Cherrie Luzón, Natasha Tolley

PRODUCTION

LEAD VISIONARY

Karen Noseff Aldridge

TALENT MANAGER

Kellie Varga

PRODUCER

Michelin Culver

SCHEDULE COORDINATOR

Abby Hoeffner

VISIONARY ASSISTANT

Julian Aldridge

CREATIVE DIRECTOR

Jen Childers

CONTRIBUTING PHOTOGRAPHERS

Fran Boloni, Julian Aldridge, Abby Hoeffner, Giant Pixel Photography, Pierre Sattin

CONTRIBUTING VIDEOGRAPHER

Brian Childs

HAIR & MAKE-UP

Teresa Carmona, Walter Fuentes, Mavel Traylor, Leslie Belcher

TALENT

Adam Robinson, Brooklyn Newell, Cherrie Luzón, Gabi Butler, Hannah Ethridge, Katia Varga, Kaylee Kasapis, Kendal Wooten, Lala Peraza, Macy Ray, Mia Bella Daparré, Morgan Simianer, Samantha Ryan, Sydney Bryon, Tayler Figo

ASSISTANTS

Candace Heckman, Cherrie Luzón, Kellie Cady-Varga, Natasha Tolley, Alexa Daparré, Debra Newell, Eric Wooten, Jill Wooten, John Butler, Deborah Butler, Sarah Ray, Vivian Morejon





KAREN NOSEFF ALDRIDGE
PRESIDENT OF REBEL ATHLETIC

THE MIRACLE ON SANTORINI

IN GREEK MYTHOLOGY, THE ISLAND OF SANTORINI WAS FORMED BY A MIRACLE when a clod of earth was thrown into the beautiful blue Aegean Sea, out of which rose the island as a sanctuary for princess.

Miracles are, aptly enough, the theme for this year's Rebel Athletic Couture Look Book, because it took a minor miracle to get our team, safely and COVID free, to and from Santorini for our shoot.

Since I started Rebel in 2013 we've had one phrase that has helped carry us forward, year after year and through challenge after challenge: 'turn lemons into lemonade'. And boy, did we need that approach in 2020.

Our goal was simple: make it the most amazing lookbook ever, showcasing the incredible creativity of Rebel's designers, all the better to act as inspiration for your Couture uniforms.

There was only one small obstacle in our way: Europe was closed, particularly to Americans, and Greece wasn't issuing tourist visas to anyone.

Lemons and lemonade? For sure. After months of calls, emails and letters, we received an invitation from the Government of Greece to

shoot in Santorini as cultural ambassadors. The best part? Because virtually no-one else was there, we had a free run of the empty island's most spectacular locations – all crowd free, conflict free and COVID-free.

We hope you enjoy not just the breathtaking back drops of one of the world's most magical islands, but also this year's collection of industry-leading, Rebel Level, Couture designs. Use them as inspiration for your own dream-ideas and one-of-a-kind uniform pieces – those pieces that will make your teams feel like super-heroes on the mat...the ones Rebel can produce.

The 2021 Couture Look Book is proof that miracles do happen. Thank you for embracing our brand and our crazy ideas, and for allowing us the opportunity to continually create magic for you.

WE WISH YOU A SPECTACULAR, #REBELLEVEL YEAR. KEEP DREAMING BIG, AND KEEP MAKING THOSE MIRACLES HAPPEN, ON, AND OFF THE MAT!





GABI BUTLER IS A REBEL.

Discover the #RebelLevel difference.

REBELATHLETICCHEER.COM/FIND-REP

REBEL REVOLUTION

Knit Upper delivers a sock-like fit for superior comfort.

Exoskeleton provides extra support and stability. It prevents ankles from rolling by wrapping around the heel and ankle.

Midsole is counterbalanced for featherlight feel and also has built-in shock cushioning.

Insole provides extra comfort and support for absorbing kinetic energy from entering foot from hard impacts.

Ribbed Band increases comfort around the ankle at a mid-rise height.

Two Part Reinforcement Stabilizer ensures laces will not pull through eyeholes in knit fabric even with tough pulling.

Bubble Laces prevent slippage and laces coming undone.

Thread & Lace Channel Lock creates a "ribcage" effect, holding the foot to securely to the sole for optimal footing.

Ankle Cushions cradle the ankle for superior support and comfort.

Flex Tunnel allows increased flexing of the feet when pointing toes.

Ventilation Air Holes provide more airflow and heat dissipation during those intense training sessions to keep your foot cool.

Stunt Grooves are perfect finger placement guides for natural hand grip position for bases.



DESIGNED

BY REAL FASHION DESIGNERS

GORDON STEINECKE

VICE PRESIDENT OF DESIGN AT REBEL ATHLETIC

DEAR REBEL FAMILY,

Once in a lifetime experiences are something to be treasured. Santorini, for many, is one of those ultimate bucket list destinations you dream of visiting. We were beyond fortunate being invited by the Greek government to come shoot our 2021 look book on this world-famous island, being welcomed so warmly by the locals, and experiencing it in a way that can truly only be described as once in a lifetime.

Located at the south Aegean Sea, Santorini is built on an active volcano with towns all along its rim. Everywhere you look there is something to see with beautiful beaches, fascinating white houses with blue shutters and door, blue domed churches, and stunning views of the sunset over the caldera. From ancient Greek themes to the distinctly unique architecture, there was an abundance of inspiration to be found here for our 2021 couture designs.

Join in our adventure and get lost in the beauty and whimsy of this Greek isle! Take in the gorgeous views juxtaposed with our high-fashion couture creations. Let each page be the springboard for your own imagination to dream up your ultimate fantasy uniform that Rebel is waiting to bring to life for you!

Καλώς ήλθατε στη Σαντορίνη! (Welcome to Santorini!)





JOIN THE
REBEL
FAMILY

We're here to bring your dream uniform to life.
CONTACT US to set up a virtual live design session.
TeamSales@RebelAthletic.com



10 GOLD STANDARDS

OUR TEN **GOLD STANDARDS**

We developed the Rebel Customer Charter so that you, our customer, will always know what to expect from us. The charter comes from a simple place: our desire to exceed your expectations in everything we do.

GOLD STANDARD 1

We believe in honesty. We'll tell you if we can do it, we'll tell you if we can't. We are in this to win your trust, and honesty is the first step in that process.

GOLD STANDARD 2

Our exclusive, proprietary fabrics are the foundation of every Rebel garment. We have allocated years of research and development to create the highest-performance, most luxurious materials ever used in cheer apparel.

GOLD STANDARD 3

We provide the same level of service to every size of program, because we understand that passion should not be held hostage to money, location or relationships.

GOLD STANDARD 4

Designs shouldn't be limited by templates. They should be only limited by your imagination. That's why we developed the Rebel Luxury Couture™ range – the first ever service to allow you to design without limits but within an affordable budget.

GOLD STANDARD 5

Designs are intensely personal, which is why we prototype every uniform and warmup – regardless of size of order. That's all part of Rebel's Luxury Couture model.

GOLD STANDARD 6

We fit every uniform – yes, your uniform – on live models. That's the way the fashion industry does it, for a reason. Mannequins don't win competitions, people do.

GOLD STANDARD 7

We respond to every phone call and email within 24 business hours. You are our customer, and we'll never be too big to forget that.

GOLD STANDARD 8

If you are not happy with our quality, service and performance, we'll allow a competitor to produce your fill-in orders. That should always be your choice, not our hold over you.

GOLD STANDARD 9

In an effort to maximize efficiency, provide top-notch quality, and exceptional delivery lead times, we proudly operate and manage a state-of-the-art, vertically-integrated production facility. This full-service facility - employing skilled sewers, pattern-makers and artisans, and dedicated solely to producing luxury cheer and dance apparel - is the first of its kind in the industry.

GOLD STANDARD 10

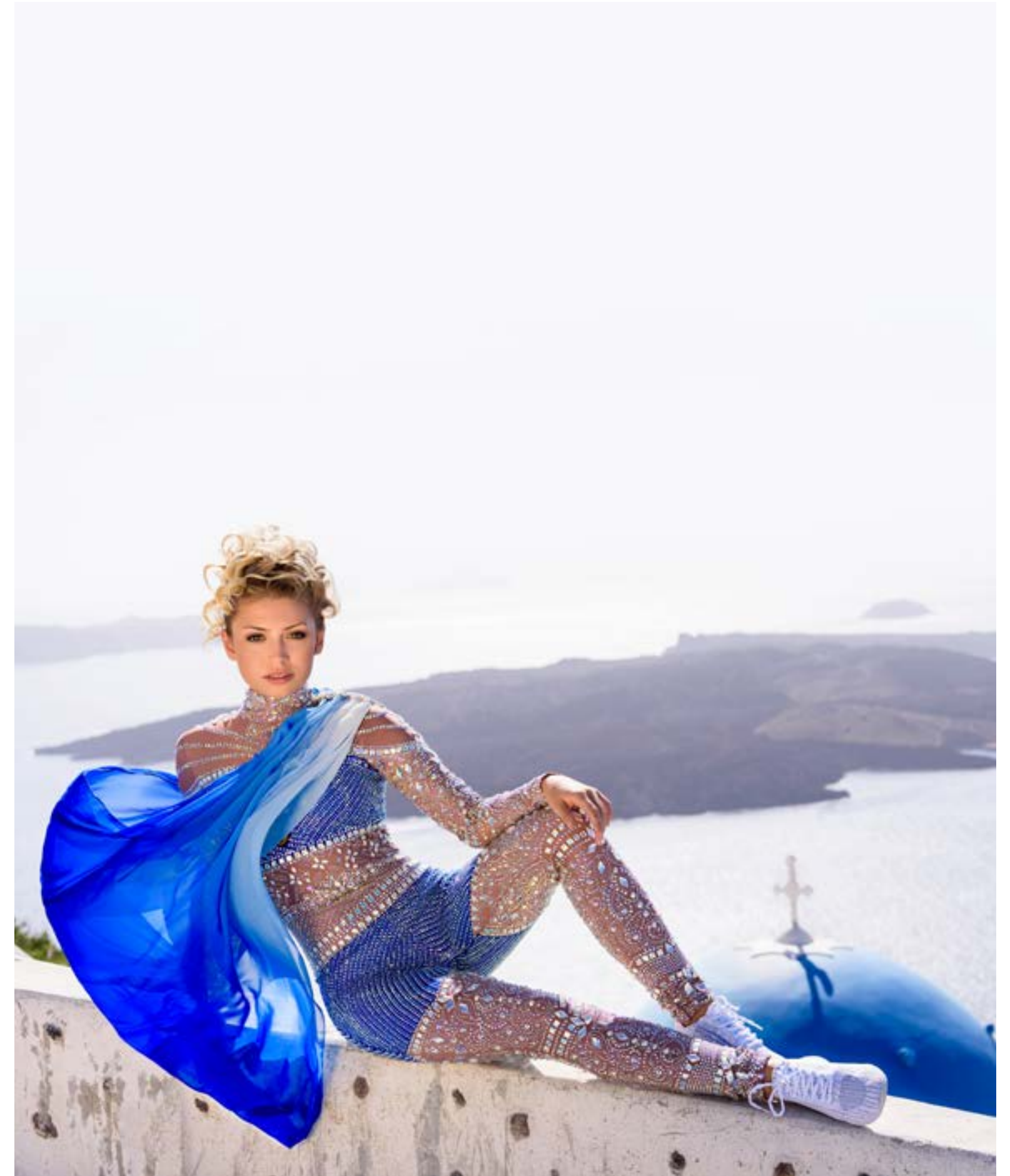
We like being the upstart, the rebel, the challenger. It's in our DNA. And we promise to offer you a real choice, a real alternative, a real solution to the compromises you've had to accept until now.

WELCOME TO SANTORINI

2021 COUTURE LOOKBOOK

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ON THE COVER: KAYLEE KASAPIS
 UNIFORM DESIGN: GORDON STEINECKE
 PHOTOGRAPHER: FRAN BOLONI



REBELS in santorini



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PASSPORT TO



REBEL LEVEL





the **ADVENTURES** of us



HOW WE MADE IT

AND WHAT WE LEARNED



BY JULIAN ALDRIDGE

When I first started my advertising career, way back in the pre-internet, pre-computer days of 1984, my first account at my first agency, Ted Bates, was DHL. The global campaign we created for the courier company, complete with red 'laser lines' that illustrated the passage of a parcel from one destination to another, featured Diana Ross's classic 'Ain't No Mountain High Enough' as its soundtrack:

... there ain't no mountain high enough
 Ain't no valley low enough
 Ain't no river wide enough
 To keep me from getting to you ...

That music perfectly symbolized the indomitable spirit of the 15-year old company in its quest to deliver anything, anywhere, on time (and in one piece). Be that to London or the ends of the earth. Or both.

So, when it came time to plan a mid-COVID trip for nearly 50 members of Team Rebel to Greece for the annual lookbook and social media shoot, I thought back to those times as inspiration to do the seemingly impossible. Back in early February, when the virus wasn't near to being called a global pandemic, we'd booked a small, modest hotel in Santorini as our base from which we'd conduct a week's worth of shooting around the island.



"It's this combination of aspiration and challenge that is the springboard for an unlikely solution."

However, it wasn't until mid-summer that we decided to press the buttons, book the flights and confirm who wanted to attempt the highly unlikely feat of traveling half way around the world, to a country within a continent that had, sensibly, banned all Americans from entering.

The actual travel advisory stated:

Third-country nationals, including USA citizens, are allowed to enter (Greece) **ONLY** if they are:

1. spouse/party to a civil partnership/minor child of EU or Schengen Area citizen or
2. permanent resident in an EU/Schengen Area country, including Greece or
3. members of diplomatic/consular missions or international/European organizations or
4. medical/nursing staff, researchers/professionals in the health sector on condition of their immediate inclusion in the Greek National Health System management
5. in extreme emergency (essential business or imperative family reasons)

Week after week we'd hoped that the travel ban would be lifted. But, as any entrepreneur knows, let alone any traveler, hope is not a strategy. So, in true Challenger fashion we asked ourselves: under what circumstances would we be able to bring our intrepid group to the island, and shoot the content we needed?

This, was, in effect, our Propelling Question (PQ). A Propelling Question is one that marries an unreasonable ambition, with a massive constraint.

It's this combination of aspiration and challenge that is the springboard for an unlikely solution. One that, often times, is better than the original plan.

REBEL'S PROPELLING QUESTION

"How can we take 50 people to Santorini and shoot the greatest lookbook ever, (unreasonable ambition) when all Americans are banned from entry due to COVID restrictions (massive constraint)?"

As you know, Challengers aren't too good at taking 'no' for an answer. In fact, every successful Challenger, when confronted with a seemingly insurmountable obstacle, starts the answer to a PQ with 'we can, if ...'

As mentioned, what's fascinating about PQ's is that they often lead to solutions better than the original, where the challenge or constraint acts as a springboard to an even better outcome. Adam Morgan and Mark Barden outline this approach in their brilliant book 'A Beautiful Constraint'.

It's well worth the read, and, here to whet your appetite, are a few examples:

Google. When Larry Page designed Google's home page he did it based on his own, extremely limited, coding abilities. The result? A clean, easy to use interface unlike the cluttered mess that was AOL, Yahoo et al at the time.



Perhaps, had he not been constrained by his limited coding prowess, Google too would have looked like the competition and would not have taken off so fast.

Basketball. In the 1950s US basketball was in dire straits. The games were boring, largely because, as soon as one team built a substantial lead, they played keep-ball. Hardly thrilling for spectators. The Can/If solution that the NBA came up with? We can make the game more interesting if we introduce a shot clock that limits the time each team has to make a shot. Today, Basketball is one of the most watched and exciting games, globally.

Twitter. Love it or hate it, the constraints of 140 characters force people to create succinct, on-point posts that stimulate conversations across the world on everything from politics to policing, fashion to finance. It's quick, easy and compelling – all forced this way by the constraints of limited characters.

In all these cases the constraints were the impetus for a better outcome. No, not a nearly as good or equal outcome, but a better one. This is key to the whole process of Can/If thinking.



OUR CAN/IF SOLUTION

“We can take 50 people to Santorini and shoot the greatest lookbook ever, when all Americans are banned from entry due to COVID restrictions, if we get an invitation from the Greek government.”

Simple, right?

So, in early August we contacted the Consulate of Greece in San Francisco and pleaded our case. In essence, we argued, our goal was to advertise Santorini to Rebel’s 6 million plus followers on social media for a year, with content we’d shoot in late September on the island, featuring stars from the Netflix hit show ‘Cheer’, and other Instagram influencers. Oh, and to also create our fifth lookbook that would go to every cheer gym in the US, Asia, Europe and beyond.

To cut a long story short, one with many twists, turns and hairy moments, we were told that, as long as we provided all passenger details, itineraries, a shooting contract, not one but two negative COVID tests for everyone and passport details, we could travel. On September 22nd we received that last set of travel documents from the Houston Consulate, Hurricane Beta notwithstanding. (We had to plead our case to eight Consulates as each had jurisdiction over different areas of the US). A mere two days before the first group left for Greece, all suitably tested and COVID-free.



What made our outcome better than it would have been without the constraint of COVID? In a word: people.

Santorini in 2019 saw 2 million visitors flood its shores. Classic photographic locations in Oia, Fira, Thera, Pyrgos and other sites were so packed with tourists, that getting natural photographs of the models in their incredible outfits would have been nigh impossible, let alone staged shots of cheerleaders doing their thing.

However, this September less than one tenth of the normal visitors came to Santorini. Streets, towns and iconic sites were virtually deserted – even during the golden hours – and the locals who, come the end of the season are often, understandably, a tad jaded, could not have been more pleased to see us. We received the best hospitality, help and welcome I’ve ever seen.

And, yes, we captured more incredible images and videos any of us could have dreamed of. A living, breathing and rather spectacular example of a huge constraint turning into a very springy springboard, one that led to a much better outcome than we could have achieved in a normal, COVID-free year.

Interestingly, a side benefit, for not just the team who traveled, but also for the millions of followers across the world who tuned in to the live streams, social media feeds and multiple updates, was some much-needed positivity, inspiration and normalcy in a very trying and abnormal year.

Proof, if it were needed, that although you don’t have to go to the ends of the earth to get the best images, sometimes you do have to follow DHL’s mantra and say ‘there ain’t no mountain high enough’ to ever get in the way of us achieving our dreams.

Thanks Diana, and thank you to all the amazing people in the Consulates of Greece across the USA, and the people of Santorini, for making the impossible, possible.

Authors note: No cheerleaders, photographers or assistants were hurt in the making of the videos, photographs and TikToks. All returned safely, and COVID-free, to the USA with stories and pictures to last a lifetime.







INTO THE
BLUE

High-fashion designs inspired by Santorini's most iconic colors.

feel GOOD

Dazzle the room in nude illusion with crystal from head to toe.



turn HEADS







BROOKLYN'S FAVORITE QUOTE
"The most beautiful
thing you can wear is
confidence."





"Inspiration was everywhere on this beautiful Greek island. From the white and blue quaint villages to the jaw dropping vistas of the sea. They all became stunning backdrops for the gorgeous and meticulously designed couture that became the focal point of our images.

Despite the beauty of the Island the most memorable moments came from the great memories that we made. The camaraderie of the Rebel team was inspiring to see and be a part of. The laughs, the smiles of Santorini are ones we will never forget. Oh yes, and getting couture uniforms into the water was fun!"

— GIANT PIXEL, photographers



THE REBEL ADVANTAGE

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Fit your entire team using Rebel's FitFreedom™ app with 99.6% accuracy. Scan, adjust, send—ordering with Rebel is that simple. A benefit only Rebel has to offer.

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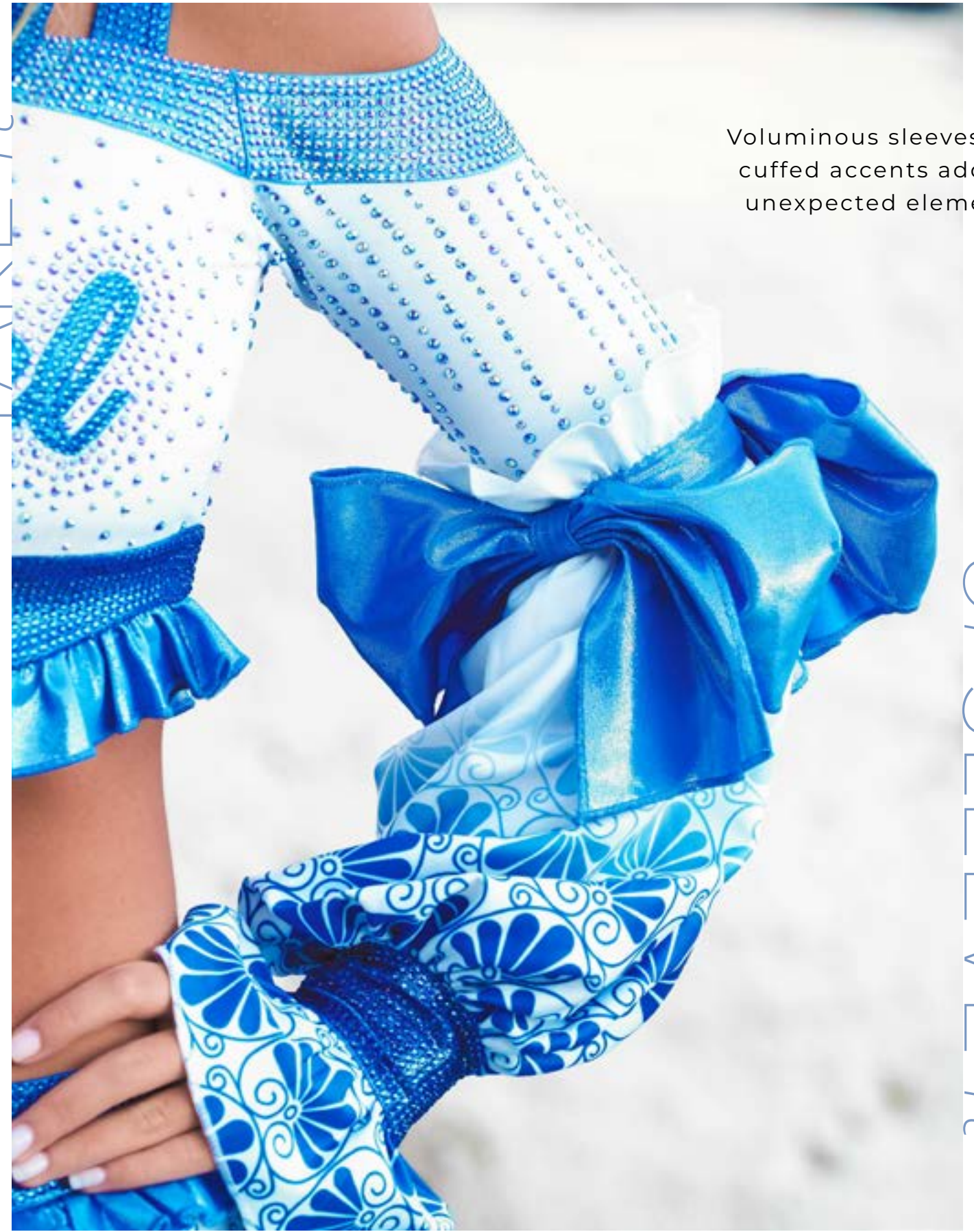


TAYLER'S FAVORITE QUOTE

"God grant me the serenity to accept things I cannot change, the courage to change the things I can, and the wisdom to know the difference."

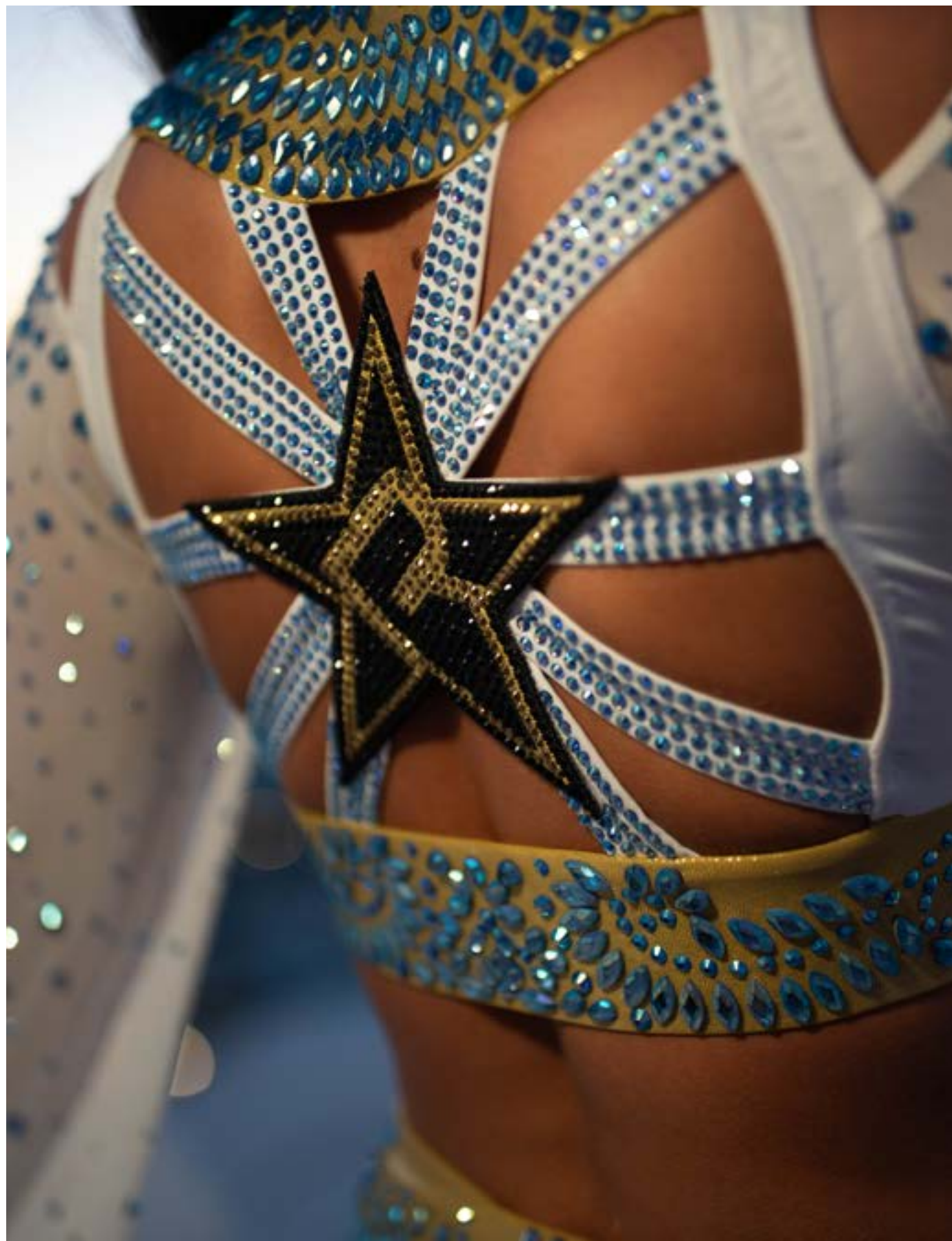


TAKE it



Voluminous sleeves and cuffed accents add an unexpected element.

OR SLEEVE it





STEP UP TO REBEL LEVEL

Creativity is the imagination running wild, and innovation comes from a desire to make things better. Step up to #RebelLevel creativity and innovation! Email TeamSales@RebelAthletic.com to get started.





NEW & NOW

the high-fashion edit

Superior fabrics, intricate embellishments, and a whole lotta attitude.

HIGH-FASHION IS NOT JUST A STYLE, IT'S A MINDSET.

Up the anty with a couture design from Rebel Athletic this season.



"These incredible images wouldn't have been possible without the generous invitation to shoot from the Greek Government, and an enormous amount of work behind the scenes to make it all happen"

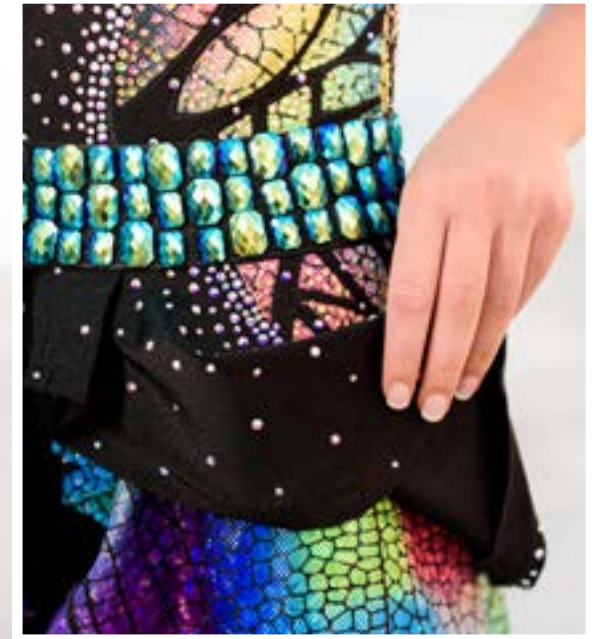
— **JULIAN ALDRIDGE**,
photographer



THE REBEL ADVANTAGE

artwork to reality

No surprises. Your custom Rebel artwork translates seamlessly with the produced design.

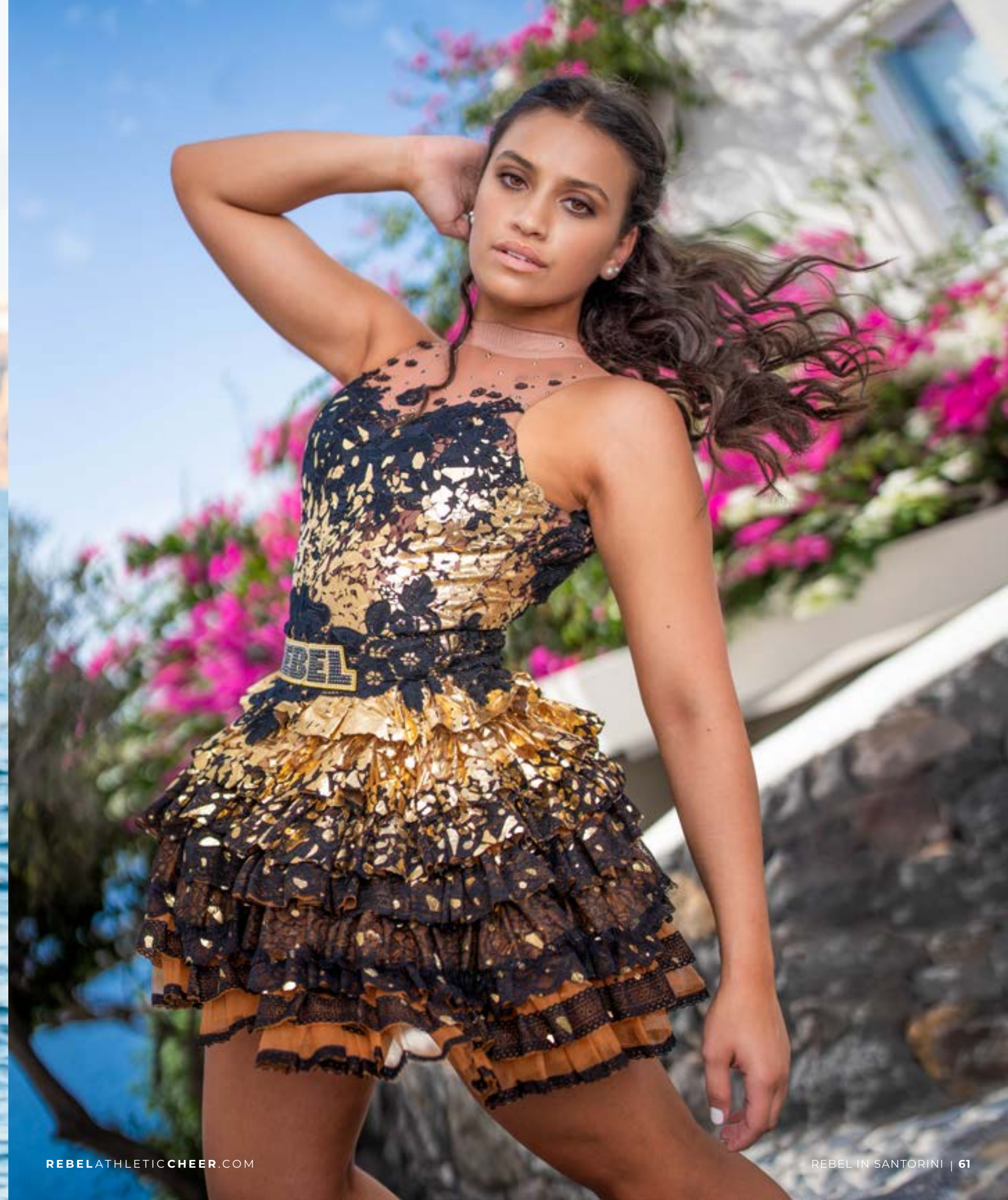


THE REBEL ADVANTAGE

GOOD *as* GOLD

We will never limit our design creativity or our customer's imagination. We'll continue to lead in design technology, guiding the industry to navigate by us. We won't settle for being anything less than the best, nor should you.

Schedule your session today!





DISCOVER MORE
AT REBELATHLETIC.COM



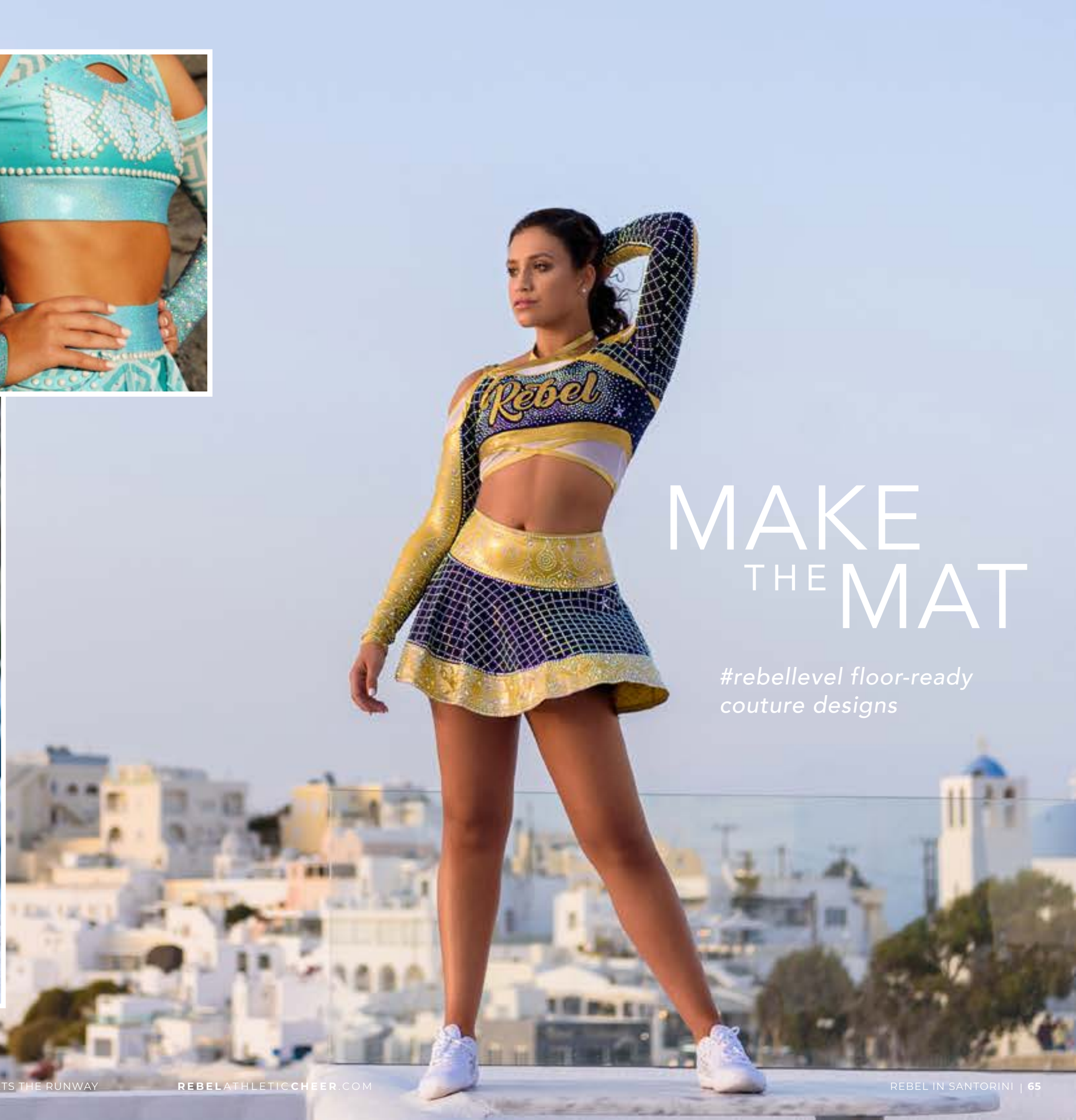
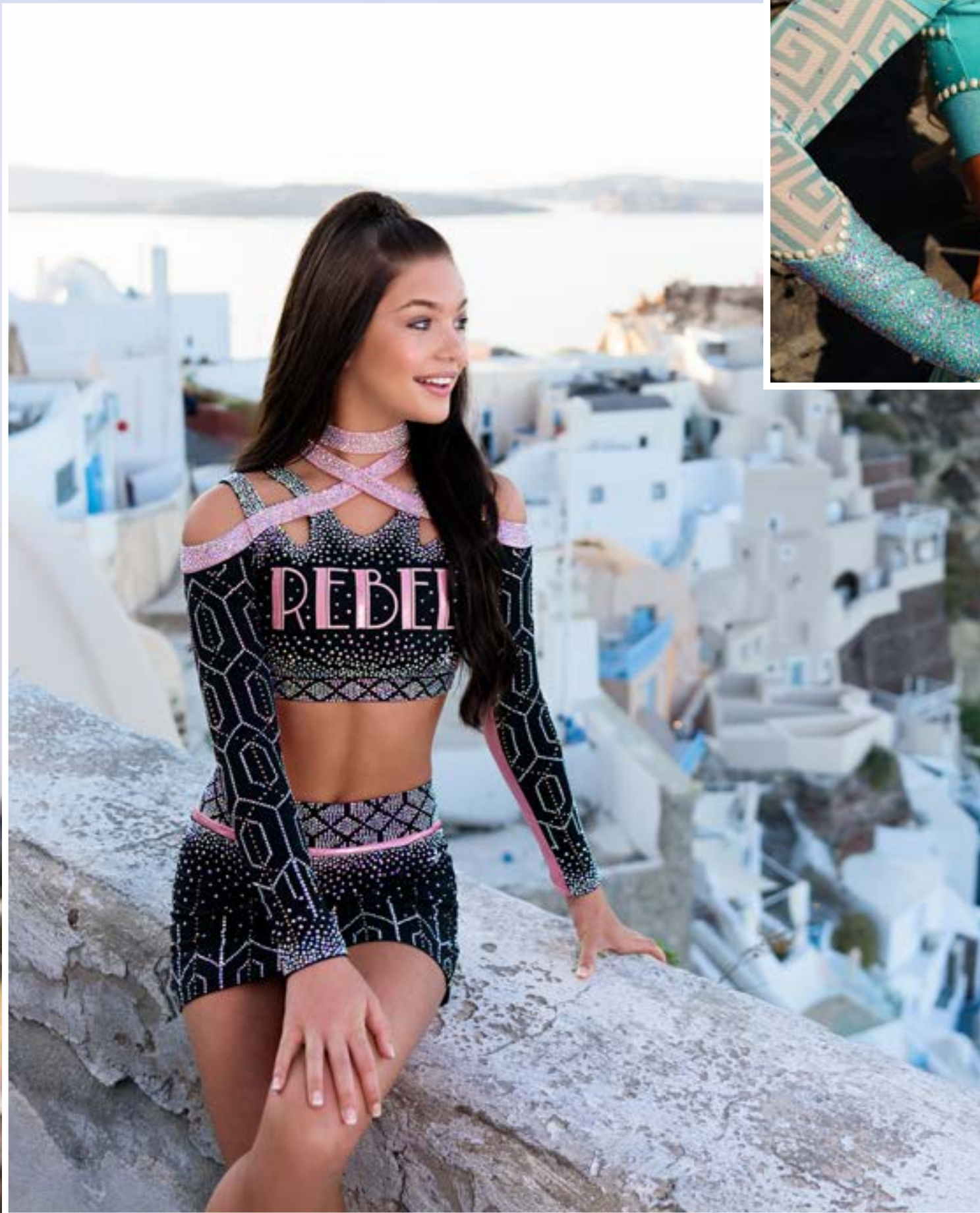
SUNRISE



BLACK FAUX SUEDE



GINGER PEARL



MAKE THE MAT

*#rebellevel floor-ready
couture designs*

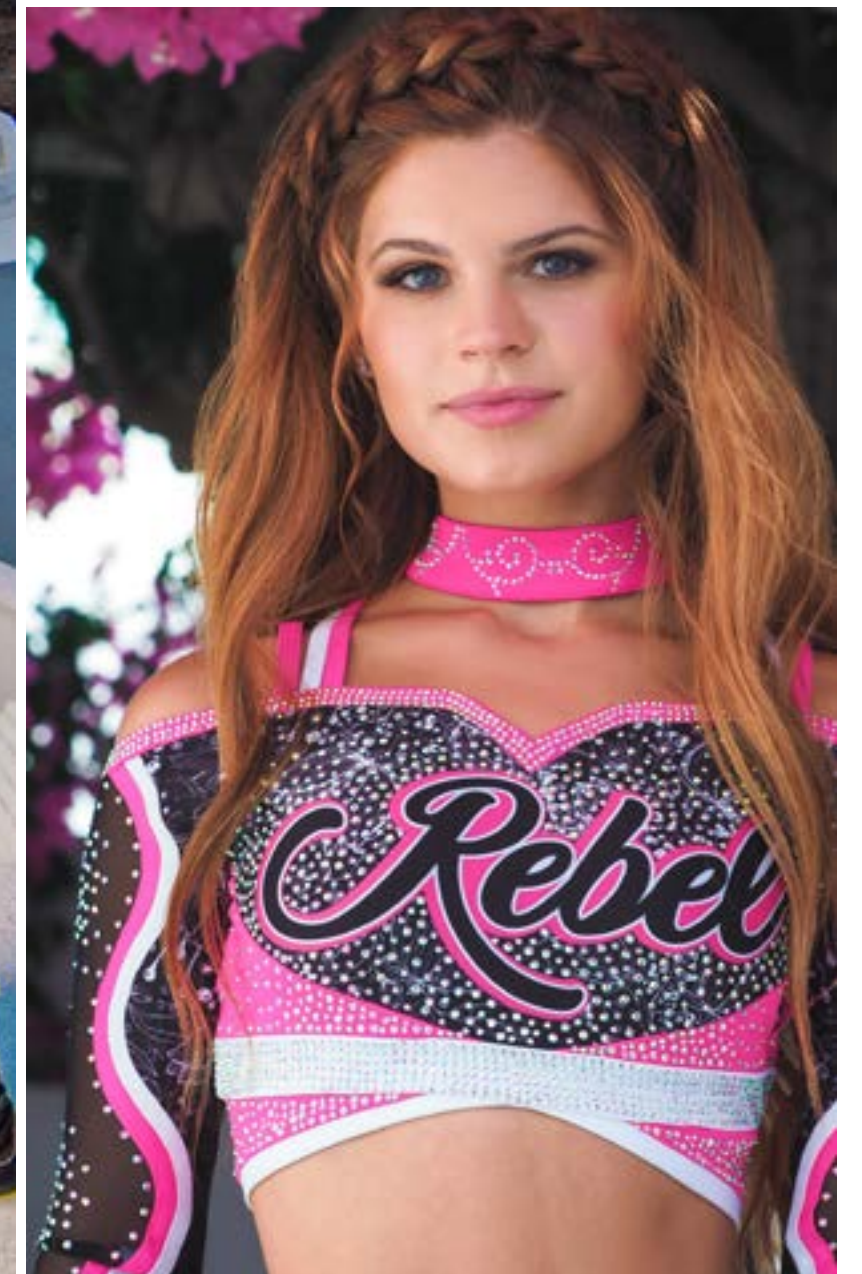
THE DIVINE
CUSTOMIZE THIS DESIGN!



THE MARGAUX
CUSTOMIZE THIS DESIGN!



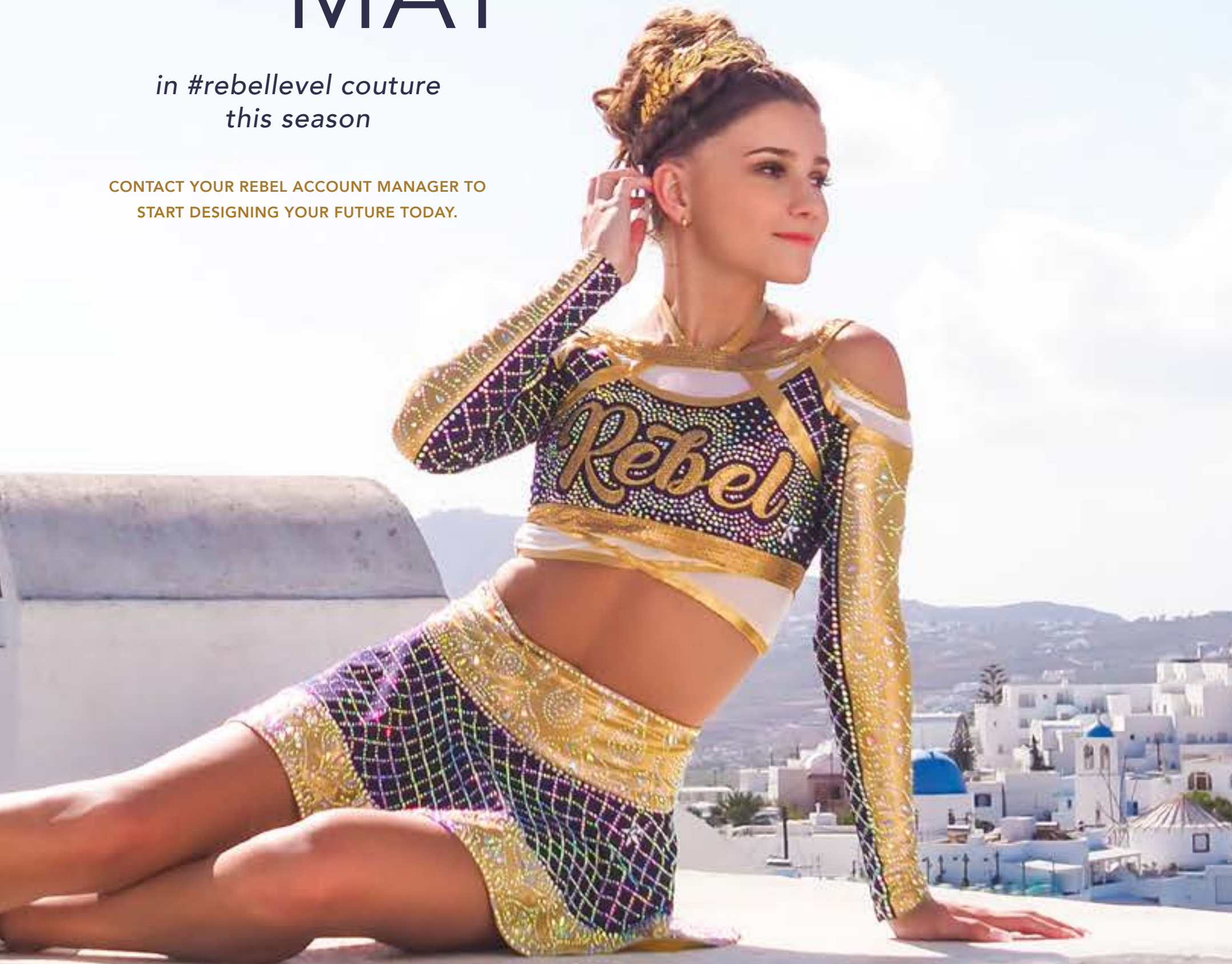
THE VALLIE
CUSTOMIZE THIS DESIGN!



TAKE THE MAT

*in #rebellevel couture
this season*

CONTACT YOUR REBEL ACCOUNT MANAGER TO
START DESIGNING YOUR FUTURE TODAY.



THE YANNETTE
CUSTOMIZE THIS DESIGN!

THE REBEL ADVANTAGE

GOODbye FIT kits

Fit your entire team in Rebel with 99.6% accuracy.
Scan, adjust, send—ordering with Rebel is that simple.
A benefit only Rebel has to offer.

Schedule your Fit Freedom session today!



Olympians

Where the gods roam.



MACY'S FAVORITE QUOTE
"Tell it like it is, but always make it nice."





"Our first location on the first morning of shooting required us driving up a road with 22 switchbacks that took us higher and higher until we arrived near the top of the tallest mountain in Santorini just in time for the sunrise. We hiked the rest of the way and took photos in Ancient Thera where the Greeks lived about 2500 years ago. An epic beginning to an epic trip!"

— **ABBY HOFFNER**,
photographer







trend
alert

POUFED SLEEVES

Strong shoulders and puffed sleeves are back! Use this element to add a little regalty to your look.





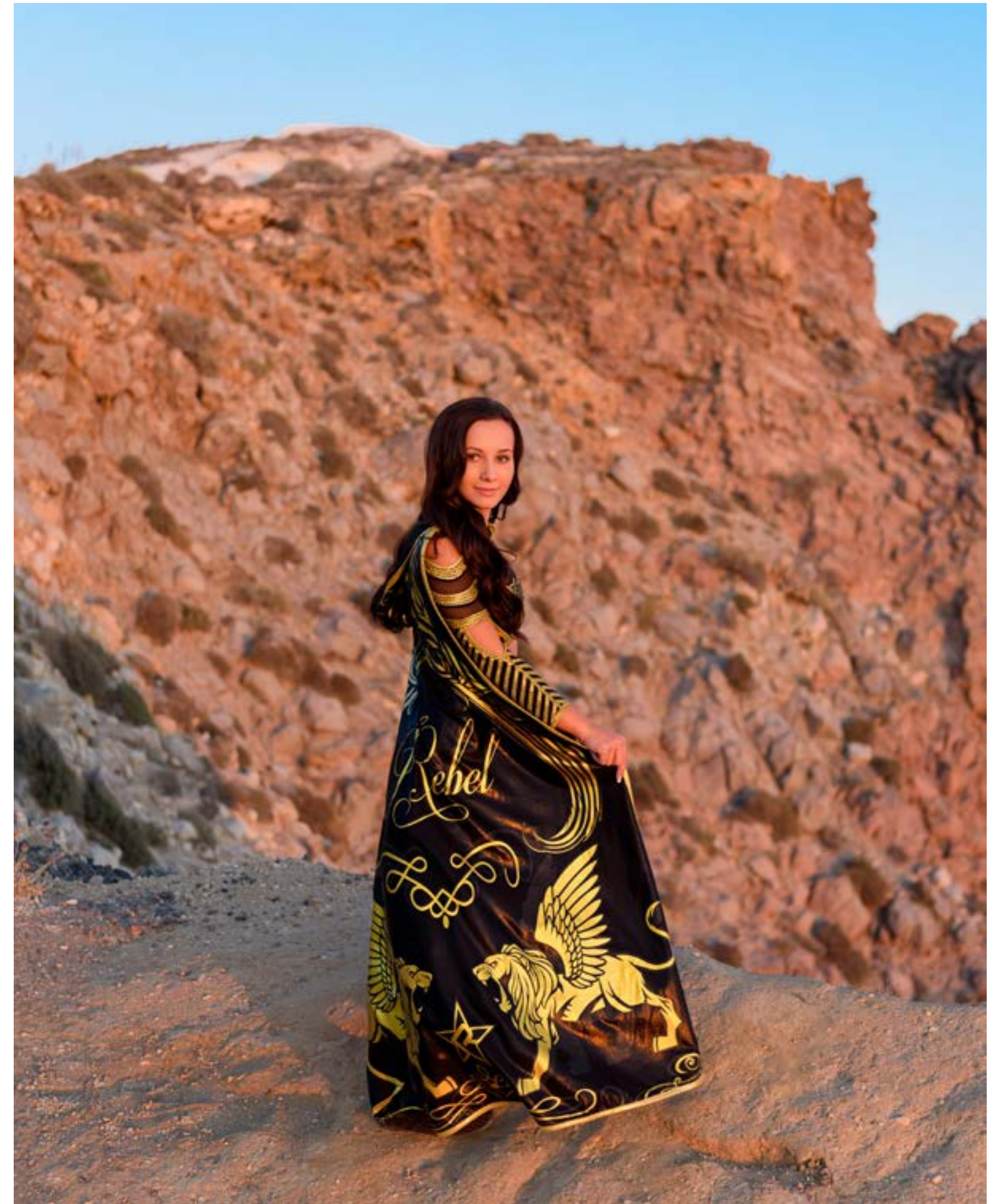


"This shoot felt more special than ever because we all knew just how fortunate we were to be in Santorini amid such difficult times, and I think we all felt we had a huge responsibility to give 110% every moment of every day"

— **JULIAN ALDRIDGE**,
photographer











BEHIND THE SEAMS

A Classic Rebel Can/If Moment

There's an old adage the 'culture eats strategy for lunch'. And never was that truer than in 2020, when all the best

laid plans, strategies and schemes were suddenly turned upside-down by a microscopic virus.

It's in these times of rolling, roiling crisis that a company's true culture shines through. It's when people's character, bravery and fortitude are tested. And it's what separates the winners from the also-rans.

Since inception, Rebel has cultivated what we call a 'Can/If culture'. One where we look at challenges through the lens of 'we can, if ...' rather than 'we can't, because'. That simple difference leads to solutions, not excuses; develops creativity rather than complacency; and actively encourages smart, strategic risk taking.

Rebel has also always attempted to represent the wonderful, eclectic group of athletes who call cheer their sport. Girls, and boys, from all walks of life, with varying attitudes, skin color, beliefs and backgrounds. Diversity and inclusion aren't buzz words at Rebel; they are how the company was started, and one of the many reasons it's been so successful over the past eight years.

Our ambition for the 2021 Custom Couture Look Book was simple: shoot the most amazing images ever, featuring the most incredible uniforms the team had ever designed, in a breath-taking location, with an all-star cast of talent that truly represented cheer's eclectic mix of ethnicities.



However, in true 2020 style, life threw a wrench in the works. One day before we left for Santorini one of our favorite cheerleaders had to drop out – leaving us without Asian representation, and a girl short. And, despite various appeals, our founder, Karen Aldridge, wasn't about to make her cheer-modeling debut. Yes, we tried!

Well, cometh the time, cometh the woman.

Up to the plate, or, more appropriately, hair, make up and lights, stepped Cherrie Luzon one of Rebel's veteran designers who's been with the company almost since the start. Is Cherrie an active cheerleader? No. Had she modeled for Rebel before? No. Did she have 101 other things to do on the trip, helping Gordon (VP of Design) get everyone in the right uniform, at the right time and in the right place? Yes.

But, that's when culture steps in.

It was a classic lemons to lemonade moment. One that was living proof that the Rebel team does what it takes, whatever it takes, to make magic happen.

We hope you enjoy the stunning photographs of Cherrie sporting her, and other designer's, uniforms as much as we enjoyed shooting her.

Our only concern now is that Elite, Ford or IMG are going to come calling and we'll lose one of our most talented designers to the catwalks of Milan, New York and London. Oh, and also one of our most talented models.

Thank you Cherrie, you rocked!



ANGEL RICE IS A REBEL.

Discover the #RebelLevel difference.

REBELATHLETICCHEER.COM/FIND-REP



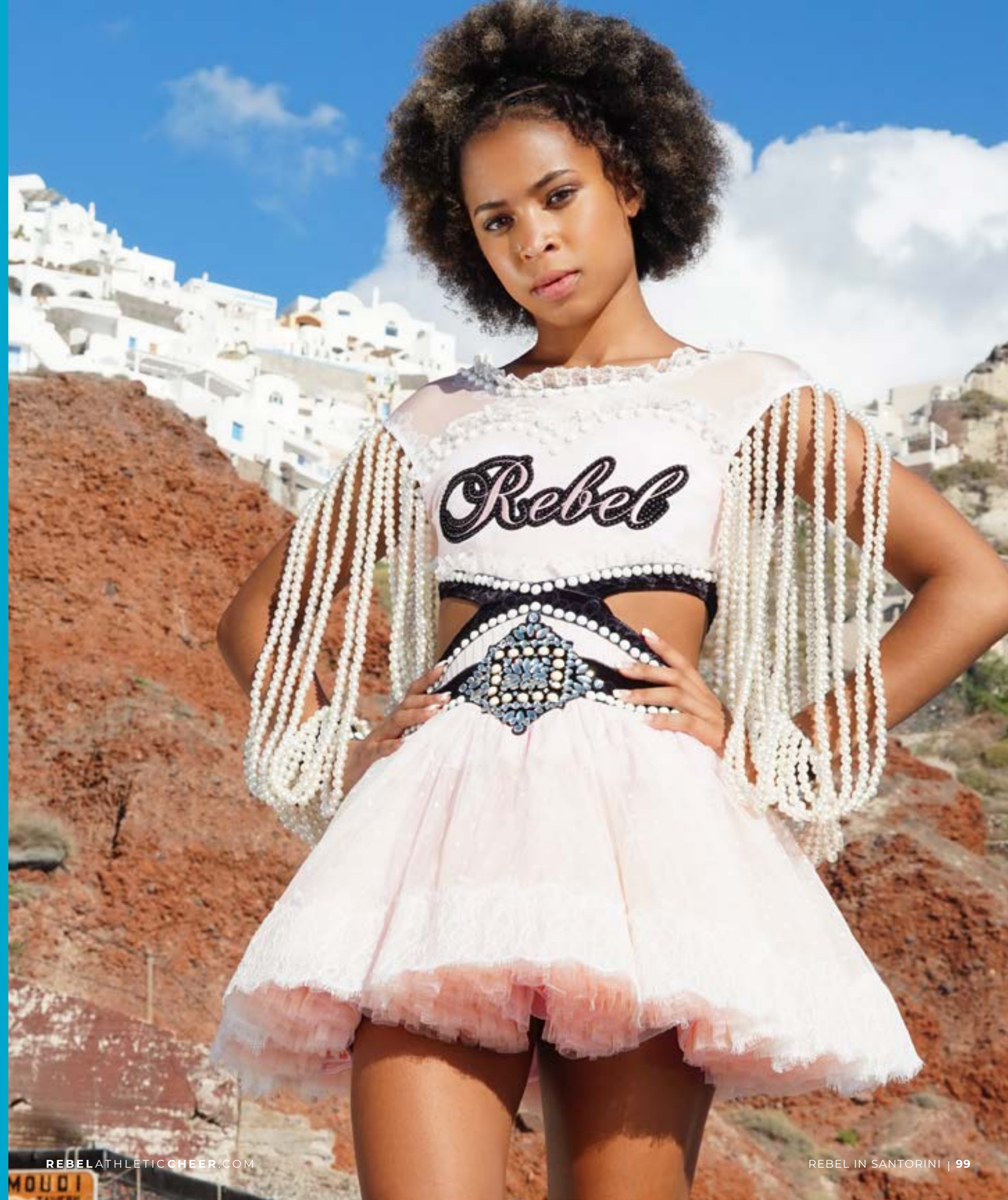
PRETTY

Soft and pretty? Check.

LITTLE

Strong and beautiful? Check.

THINGS





THE REBEL ADVANTAGE

no strings
attached promise

Free artwork, free art revisions, and
a free sample of your uniform with
no commitment to purchase.





HANNAH'S FAVORITE QUOTE

Jesus replied, "Truly I tell you, if you have faith and do not doubt, not only can you do what was done to the fig tree, but also you can say to this mountain, 'Go throw yourself into the sea,' and it will be done."



trend alert
STRUCTURED RUFFLES

Strong, voluminous fabric ruffles quickly amp up the wow-factor on any uniform.

"See those interesting holes in the cliff behind Kaylee? We found out the hard way that those holes are formed when large boulders come falling. Out. Of. Them. Thankfully no one was hurt when one let go during our shoot, came crashing down, and covered Kaylee in a cloud of rock slide dust. Which she literally shook off and got this shot and dozens more."

— ABBY HOFFNER, photographer

forward THINKING

Designs shouldn't be limited by templates.

They should only be limited by your imagination. That's why we developed the Rebel Luxury Couture™ range – the first ever service to allow you to design without limits but within an affordable budget.





trend
alert
PEARL EFFECT STUDS

Diamonds are a girl's best friend, but pearls are more expensive. Elevate your design with the use of affordable pearl-effect studs.







she
looks
like

MAGIC

Fashionable design can be an extraordinary power or influence.
So why not be a little eccentric about it?



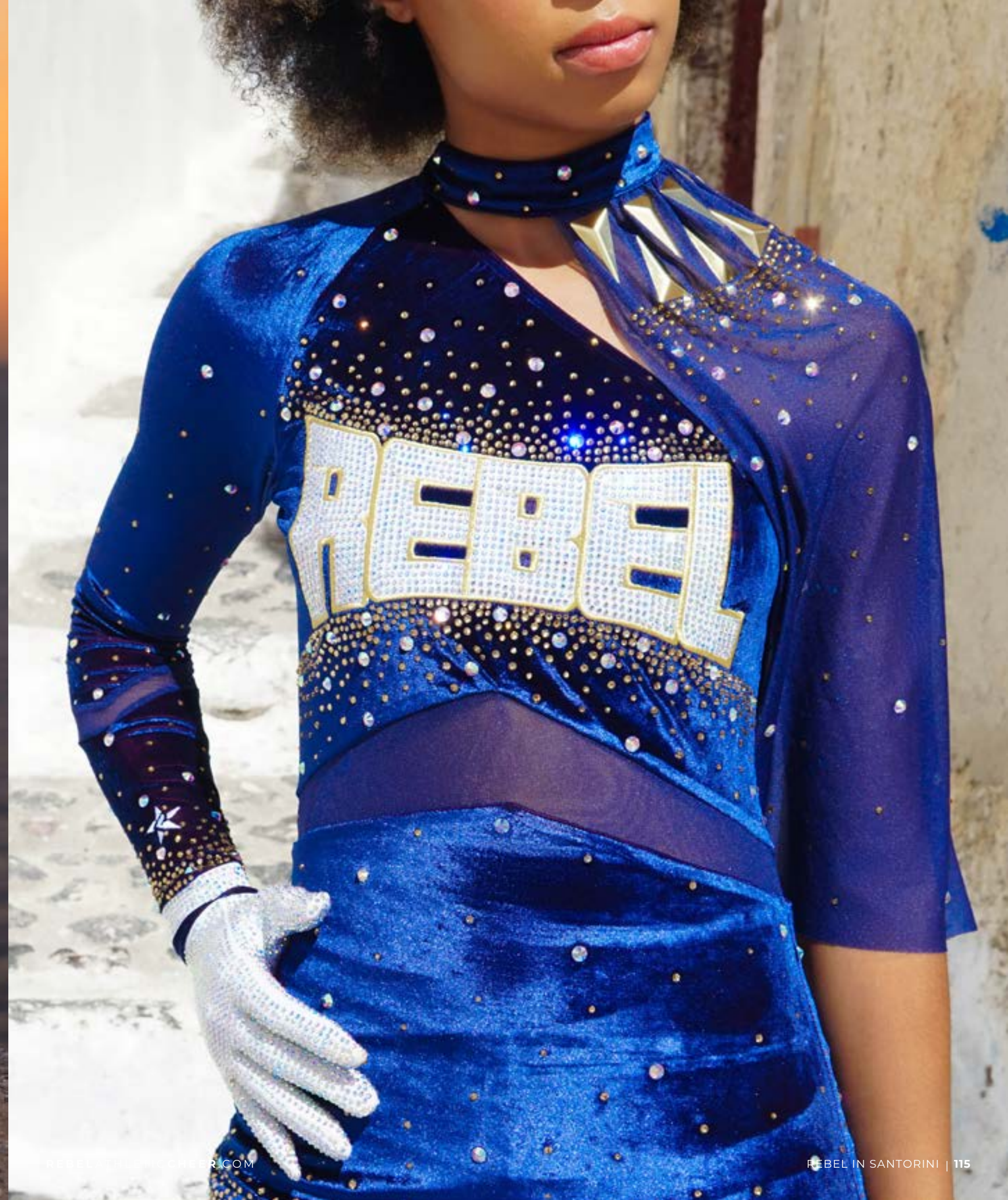
trend
alert
COLOR-CHANGING VELVET

Luxe to the touch and versatile too. Compete like royals wearing one of our velvet fabrics.



ADAM'S FAVORITE QUOTE

"The key to being happy is knowing you have the power to choose what to accept and what to let go."



trend
alert

INTRICATE EMBROIDERY

Add texture and depth with the use of embroidery elements. From beaded fringe to elaborate appliqués, utilize the power of stitching.



SYDNEY'S FAVORITE QUOTE

"The thing everyone should realize is that the key to happiness is being happy by yourself and for yourself."





trend
MAKE IT POP! *alert*
Get dimensional by adding
3D embellishments for out
of this world detail!



WANT MORE BANG FOR YOUR BUCK?
Add a matching legging or capri to your order
and stretch your show-stopping power!

REBEL
ATHLETIC



AVAILABLE NOW

2021
PURPLE LABEL
LOOKBOOK

REBEL
Ruthless

OUTFIT YOUR TEAM AT
REBELATHLETICCHEER.COM

GABI BUTLER WEARS
RUTHLESS WHITE

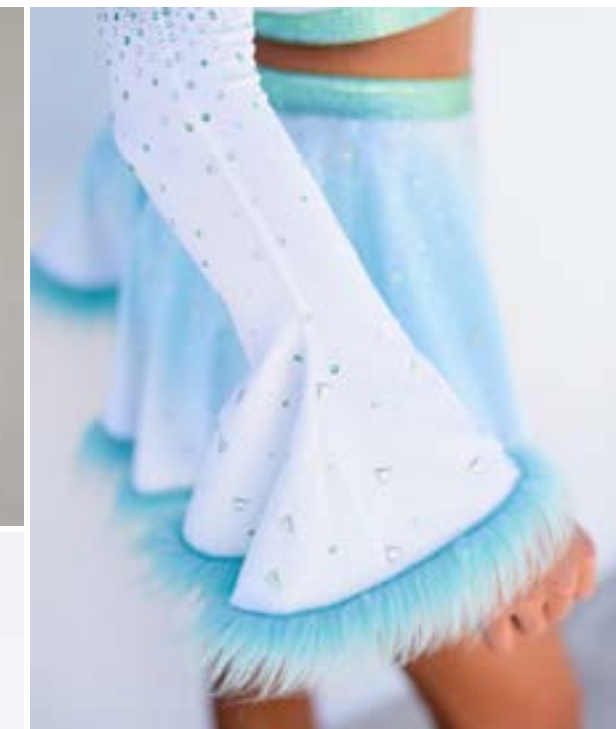


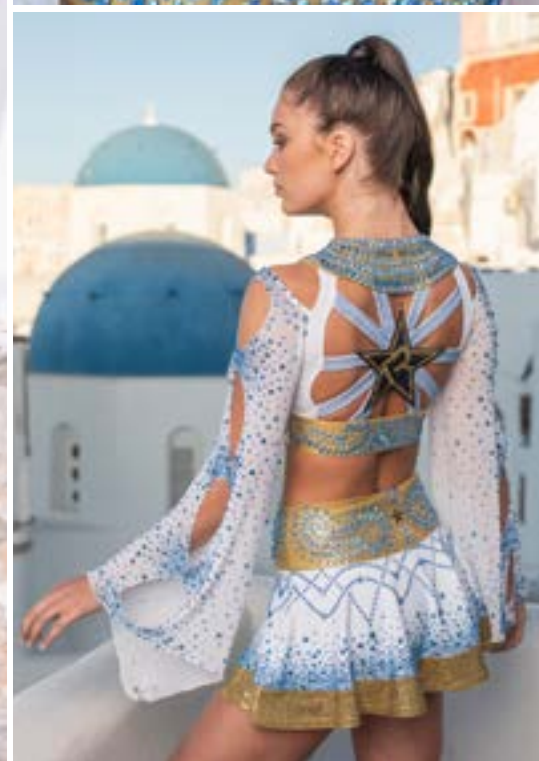
FEMININITY

fearless



THE DIVINE
CUSTOMIZE THIS DESIGN!

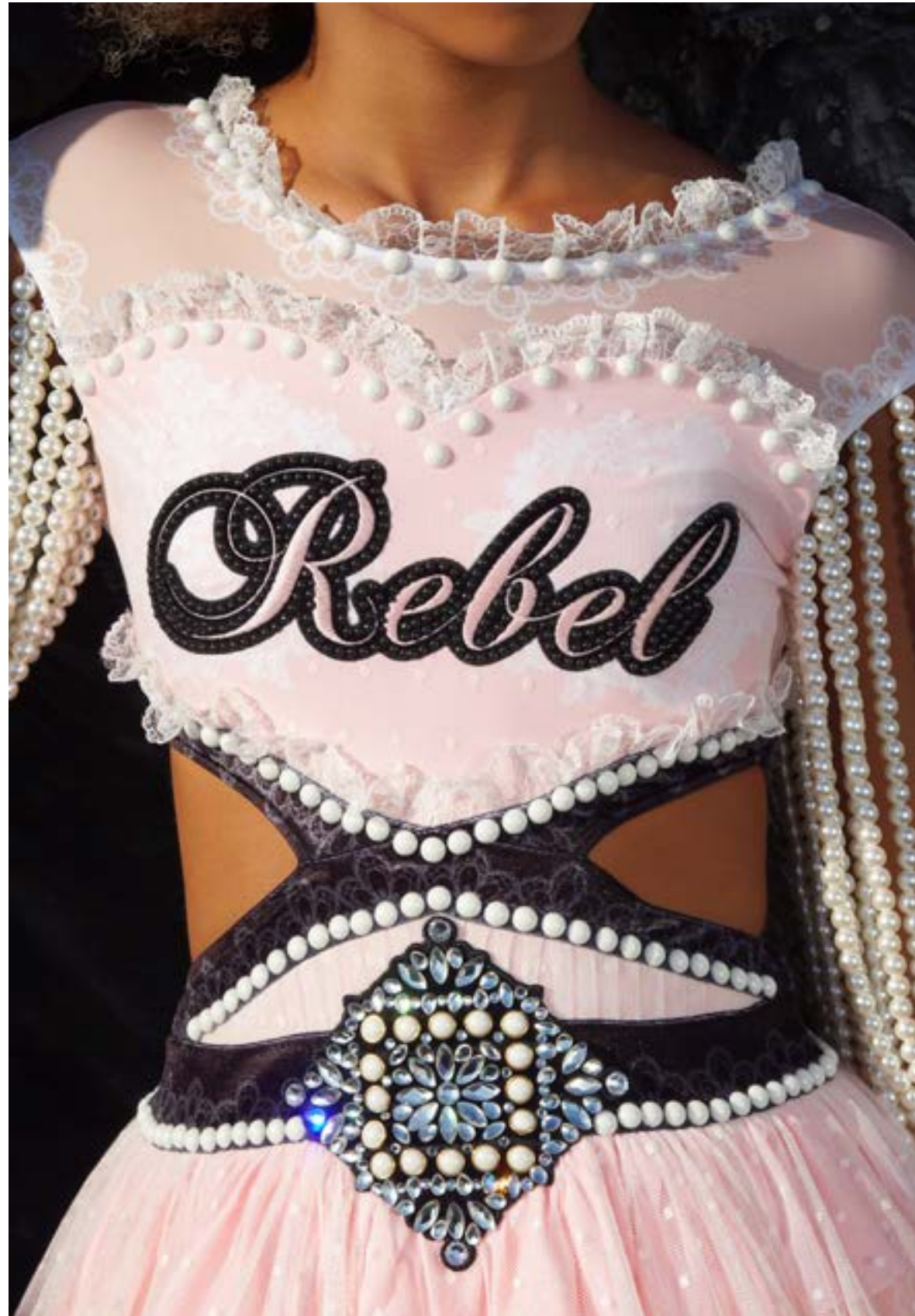
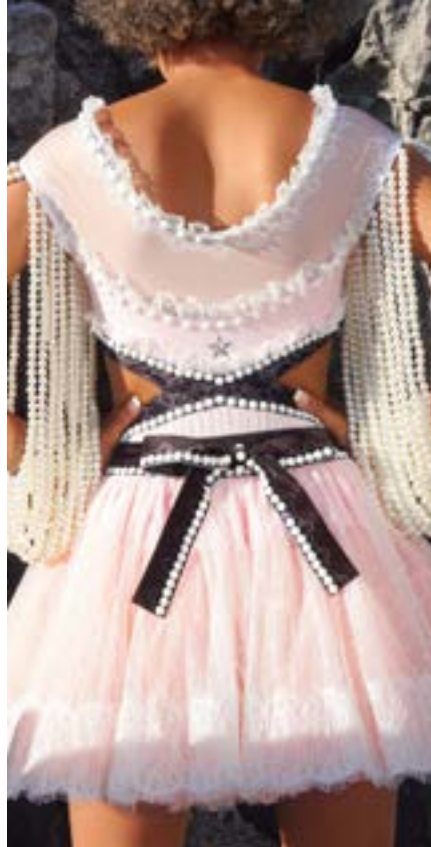






MIA BELLA'S FAVORITE QUOTE
"Happiness Means Never Having
To Apologize For Being Me."





trend
LACE APPLIQUÉ *alert*

Pretty in every color lace!
Utilize our lace appliqué
option for your most
beautiful designs.



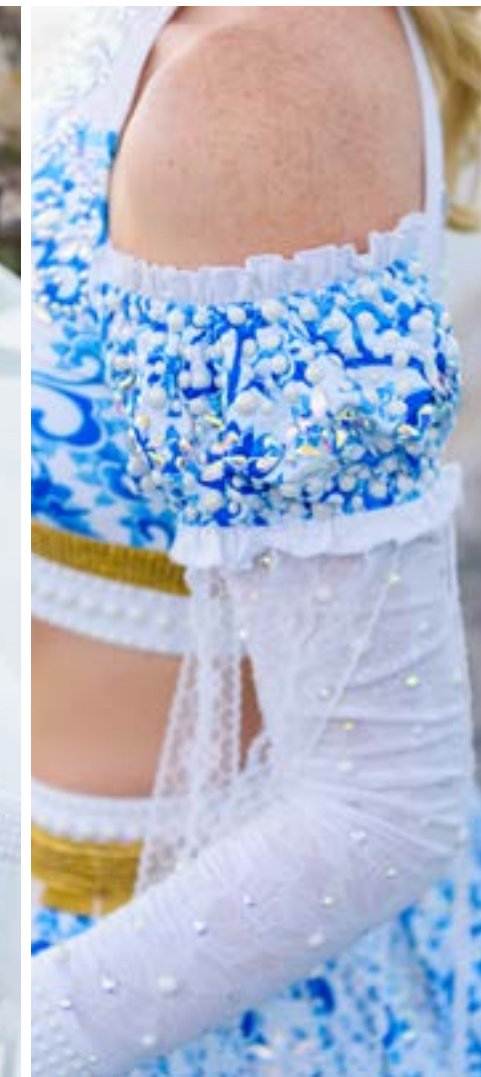


THE REBEL ADVANTAGE

hand-worked details

Because we produce off-shore, we are able to provide highly unique, intricate, and beautifully customized product at a very cost-competitive price. The hand work and detail that goes into your uniform or warm up results in a true luxury cheer garment – the first of its kind.

WHERE REBEL MEETS THE RUNWAY





DISCOVER MORE
AT REBELATHLETIC.COM



SUNRISE



PINK LEOPARD



BREAKFAST AT TIFFANI'S

Sirens of the Sea

(def): A creature half bird and half woman who lured sailors to destruction by the sweetness of her song.

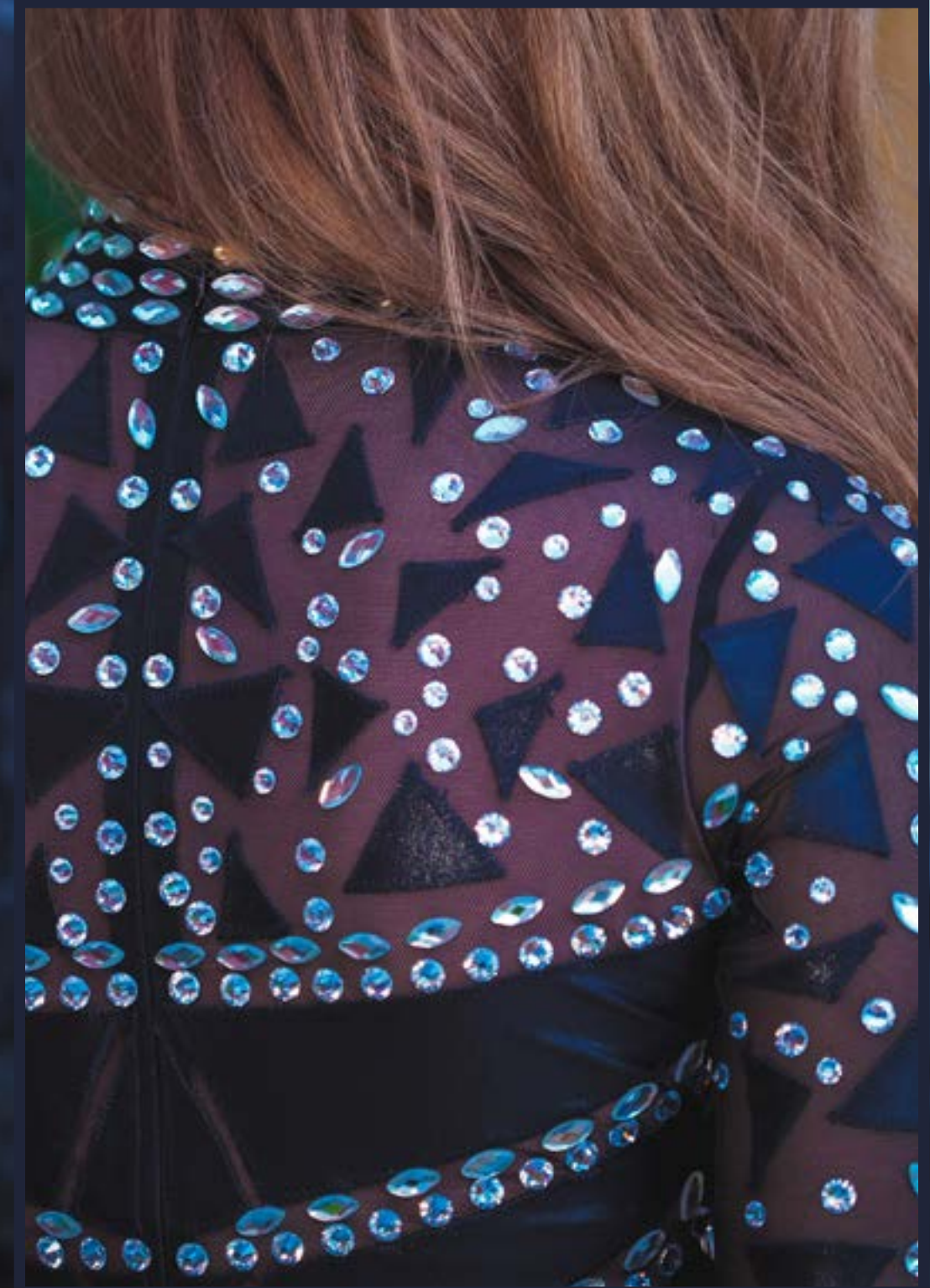


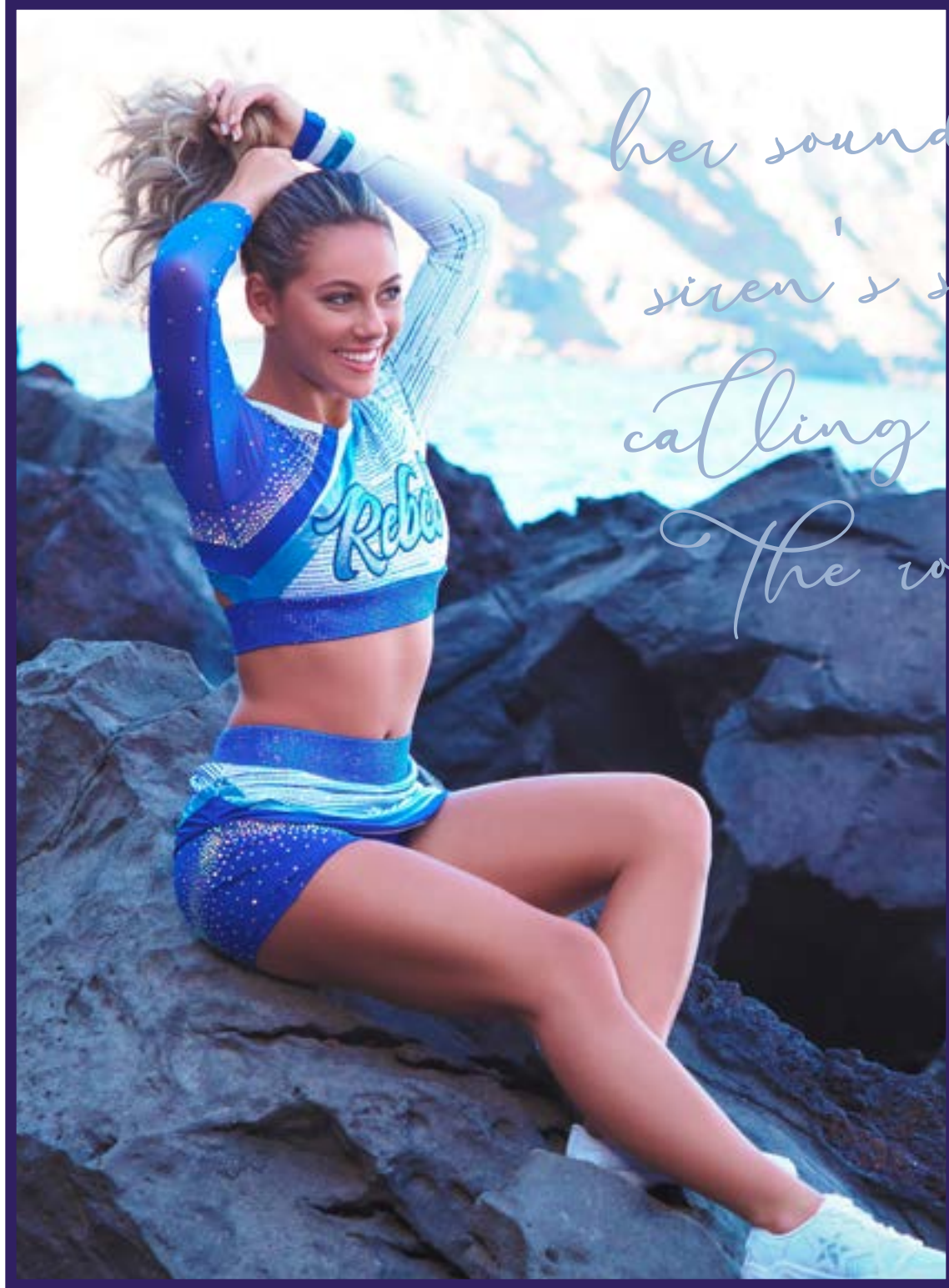


Captivate them all

CONTACT YOUR REBEL ACCOUNT MANAGER TO
START DESIGNING YOUR CUSTOM DESIGN TODAY.







*her sound is a
siren's song,
calling me to
the rocks*



LALA'S FAVORITE QUOTE
"You only live once."

KENDAL'S FAVORITE QUOTE

"I rather be kind than be cool
but I low key want to be both."





THE REBEL ADVANTAGE

contactless SIZING

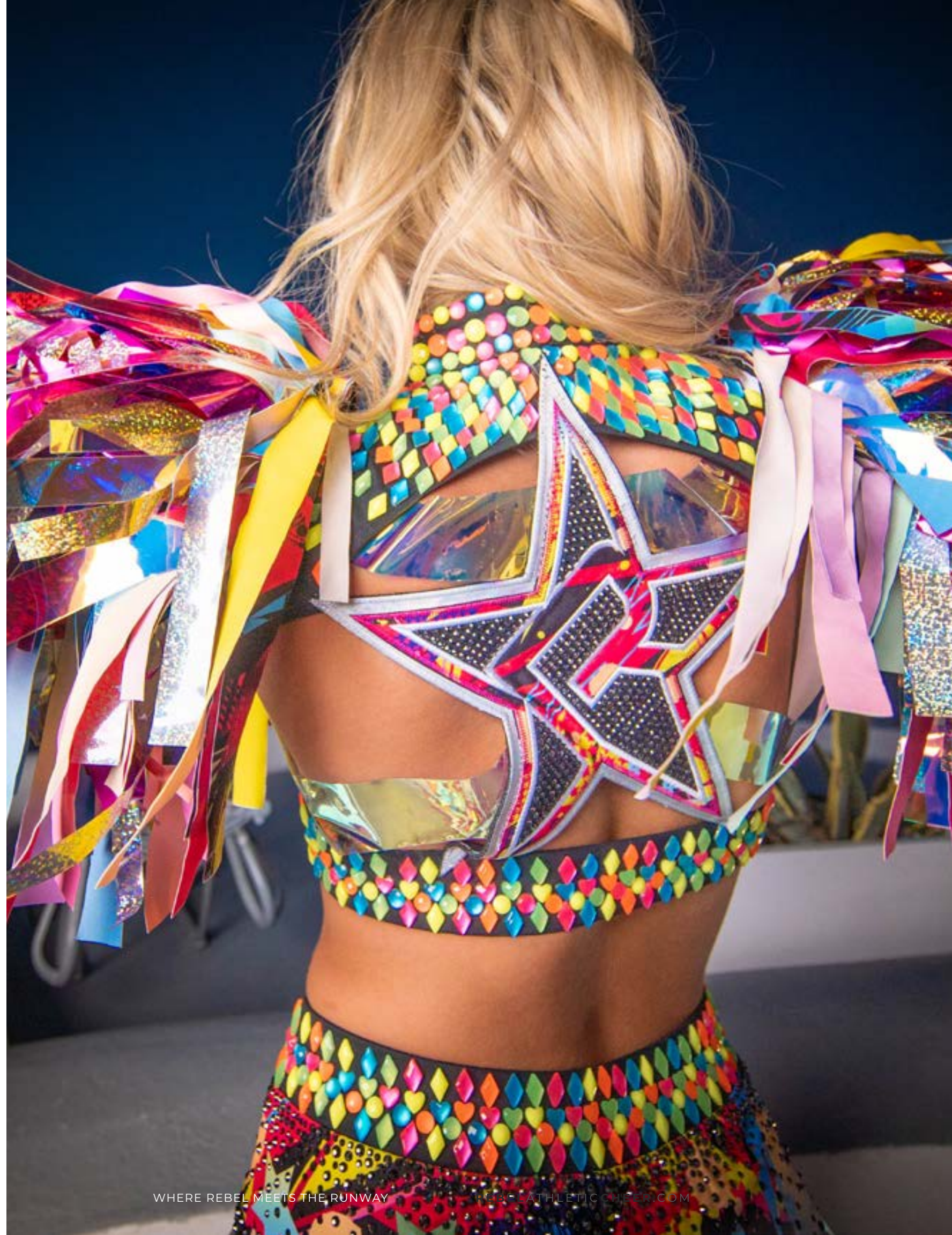
Fit your entire team bow to toe in Rebel with 99.6% accuracy. Scan, adjust, send—ordering with Rebel is that simple. A benefit only Rebel has to offer.

Schedule your Fit Freedom session today!



P P COLOUR P





DISCOVER MORE AT
REBELATHLETICCHEER.COM



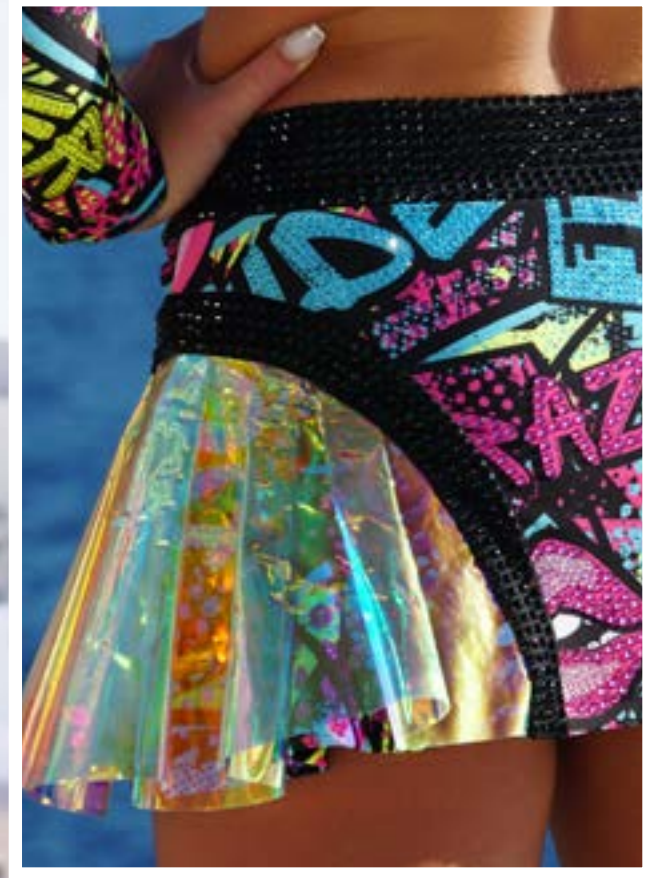
DREAM LUGGAGE
IN VINTAGE MERMAID



COUTURE BOW
TAILLESS



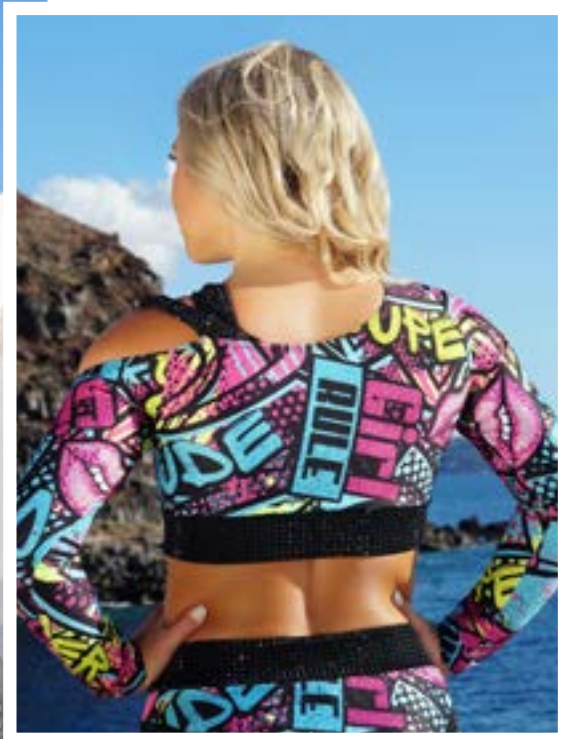
REVOLT BLACKOUT
KNIT PERFORMANCE SHOE



trend alert

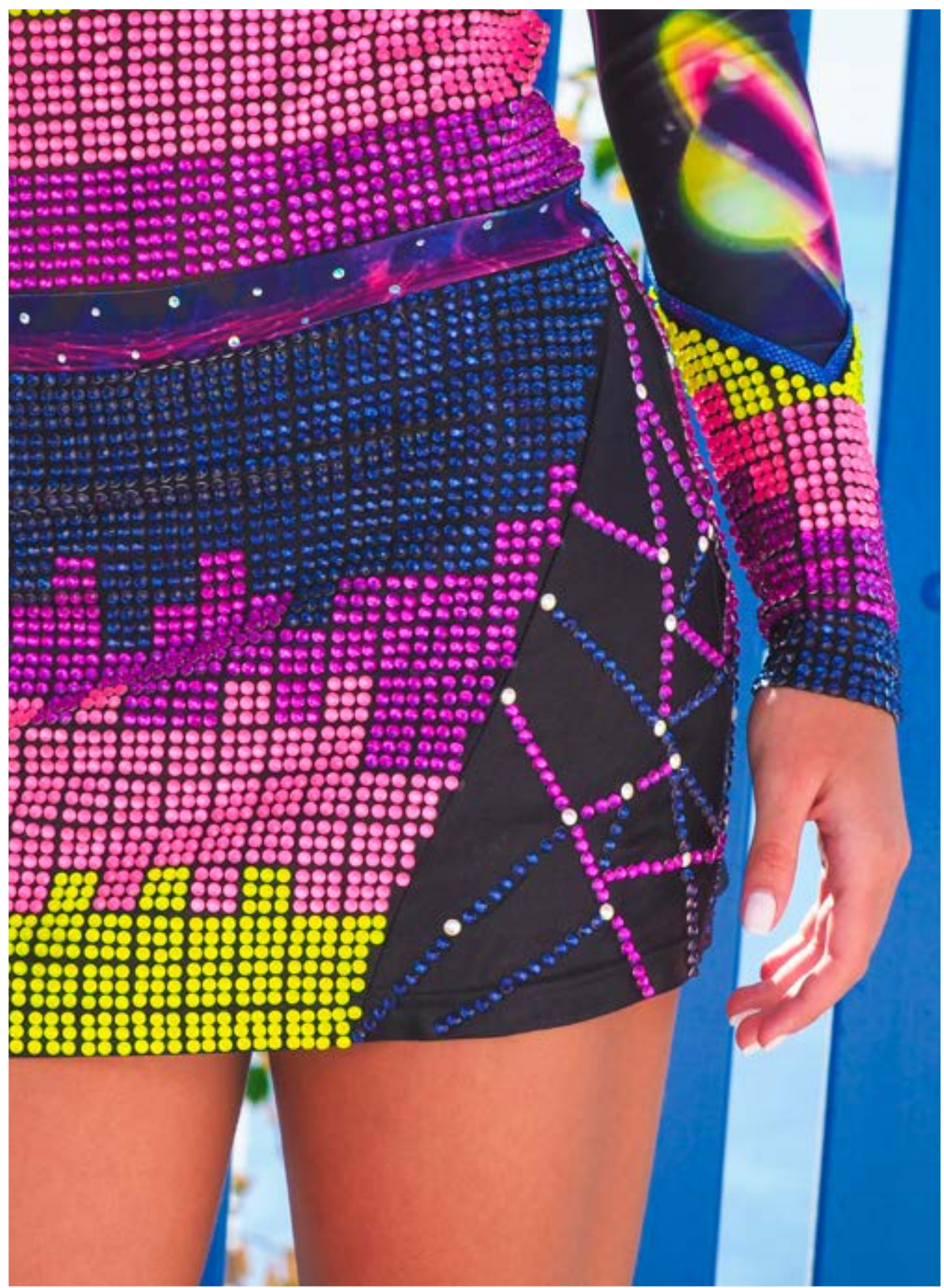
SPECIALTY SKIRTS

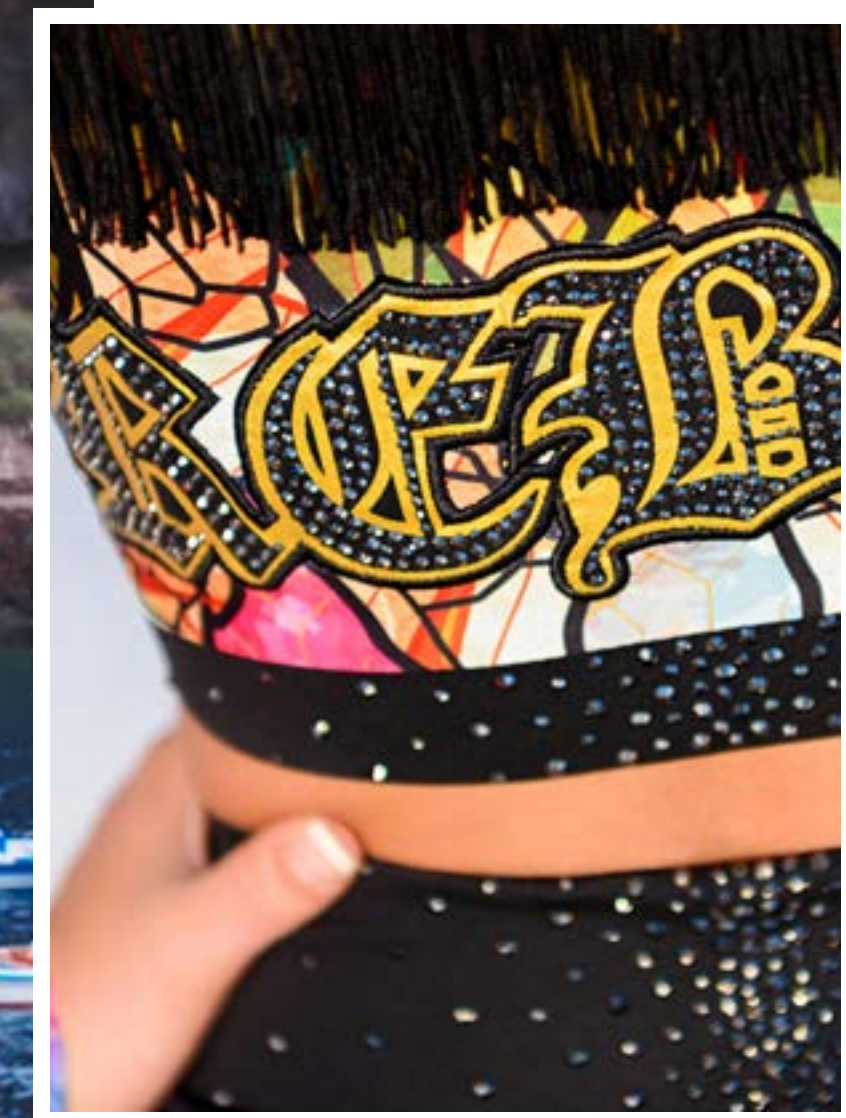
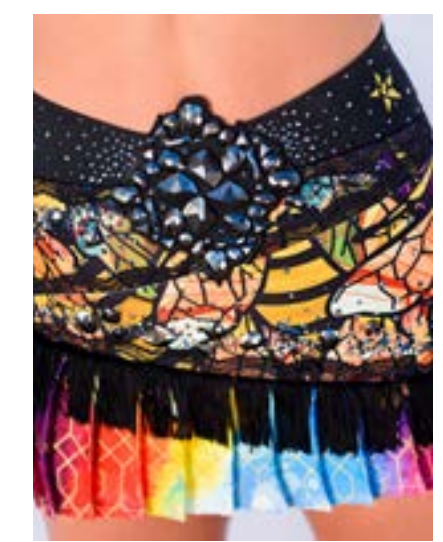
Why go with a traditional skirt option when you can have something totally unique! Ask your Rebel designer to conjure up something special for your uniform's lower half.



trend
alett
NEON EFFECT STUDS

Electric color with a little extra flair! Neon is all the rage this season, pump up the color with our neon effect studs.







“For a tourist, Santorini is a dream destination to relax. For an artist, Santorini is the ideal place to capture colors, textures, lights and shadows. Rebel has done a marvelous job of matching the uniforms with the picturesque backdrops. It was so much fun shooting in the narrow streets of the ancient Greek villages and in the dreamy indigo-hued lagoons.

The highlight of this adventure was climbing over the Skaros Rock to get the perfect shots over the typical Santorini church. The result, a pristine view of only blue and white, the white church and the blue sea. The sweat, the heat and the tiredness of the last day didn't matter.

We got the most perfect shots.”

— **FRAN BOLONI**, photographer



full
contrast

Strong shapes and striking embellishments dominate the season.

Gain the edge in these cool black and white styles.





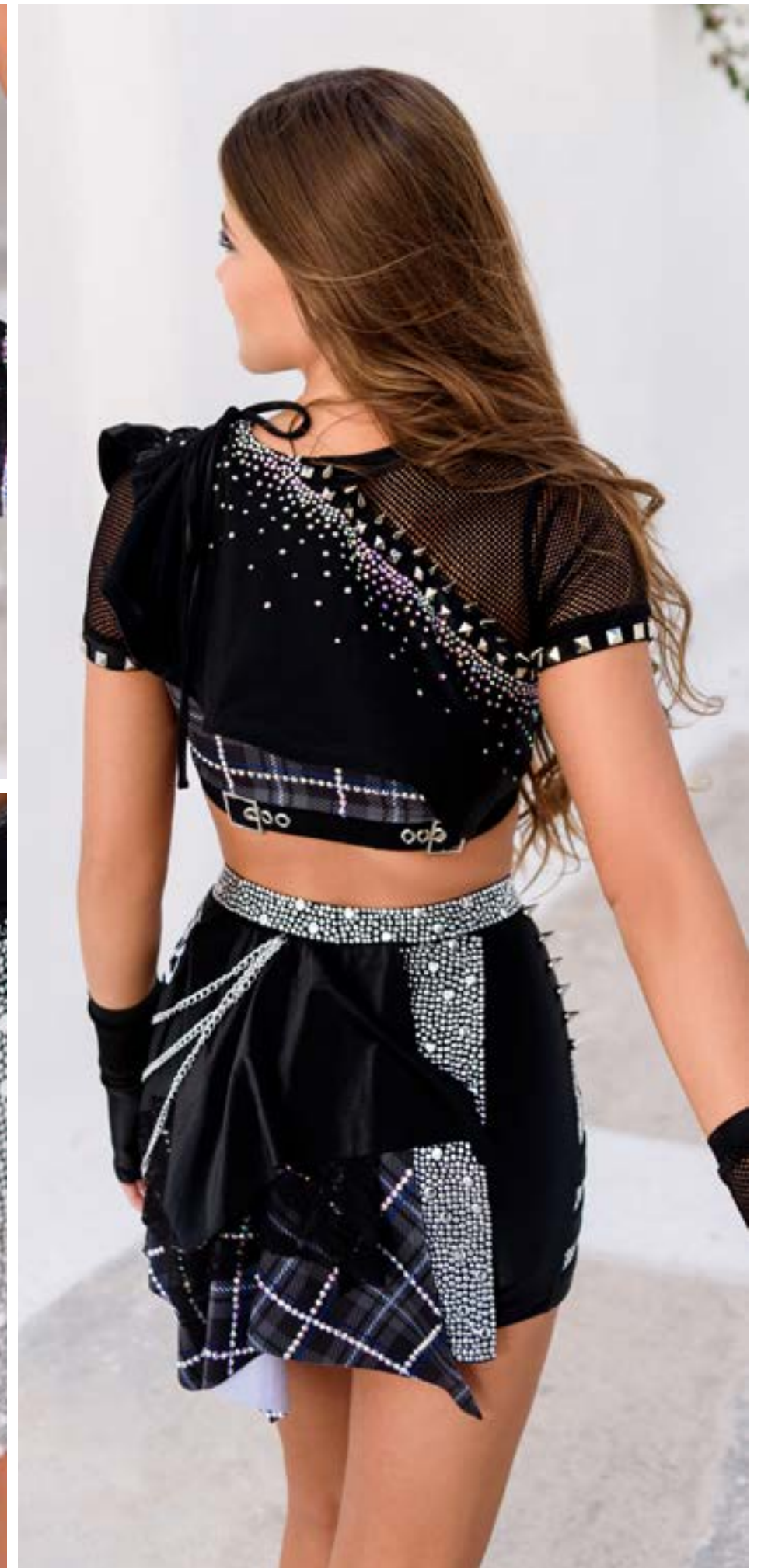
THE REBEL ADVANTAGE

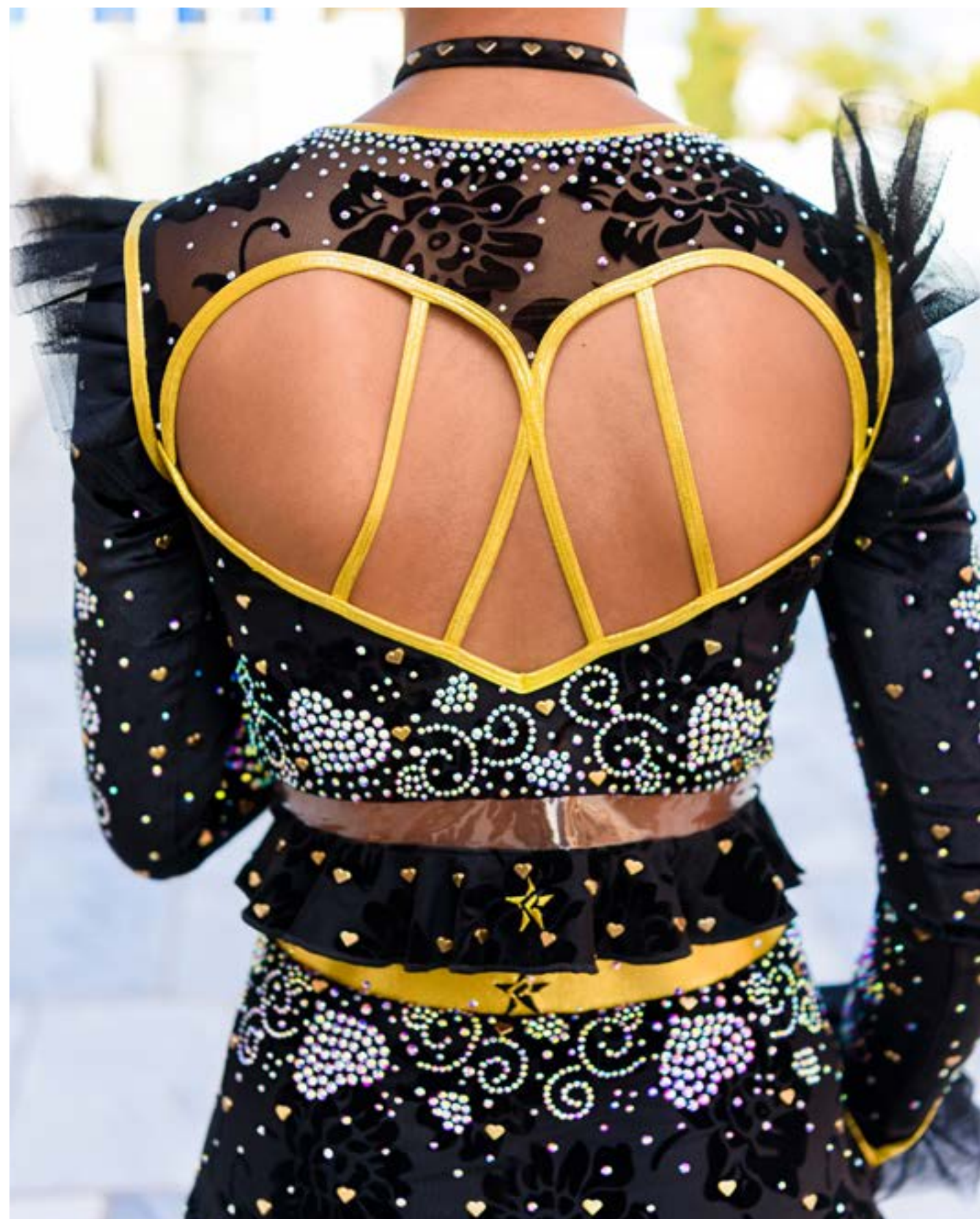
exclusive proprietary fabrics

Our exclusive, proprietary fabrics are the foundation of every Rebel garment. We have allocated years of research and development to create the highest-performance, most luxurious materials ever used in cheer apparel.



trend
al ett
TEXTURED SCREEN PRINTING
By using rubberized screen printing, you won't have to worry about your design element being too glossy.





trend
alert
BURN OUT VELVET

Tried and true—texture is always a fan-favorite. Use this technique to add a touch of sass to your uniform look.

IT'S GOOD TO
**BE A
REBEL**

We're here to bring your dream uniform to life.
CONTACT US to set up a virtual live design session.
TeamSales@RebelAthletic.com





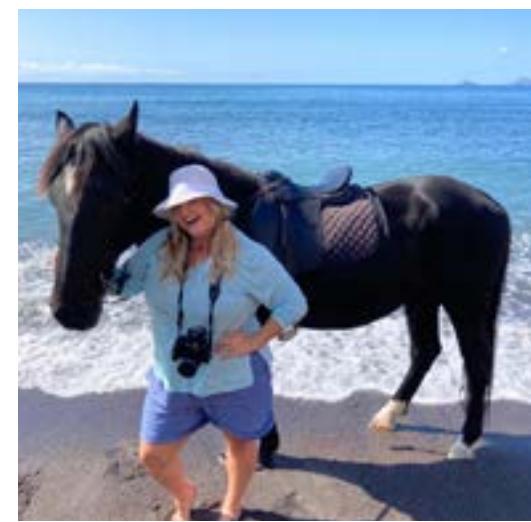
REBEL MARK
COSMETICS®

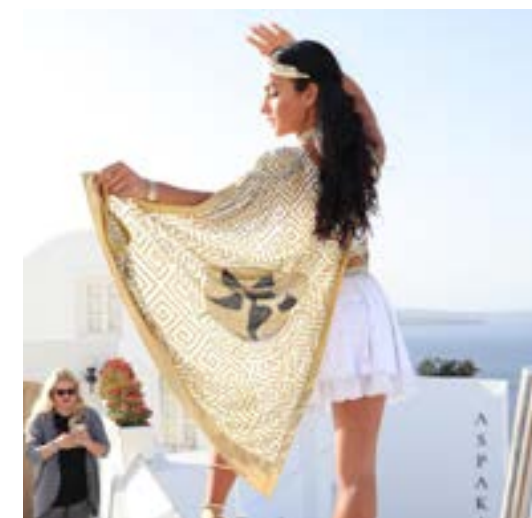
ALWAYS REBEL LEVEL.



“IT’S A WRAP!”







REBEL
ATHLETIC

REVOLUTION

NEW! MID-RISE

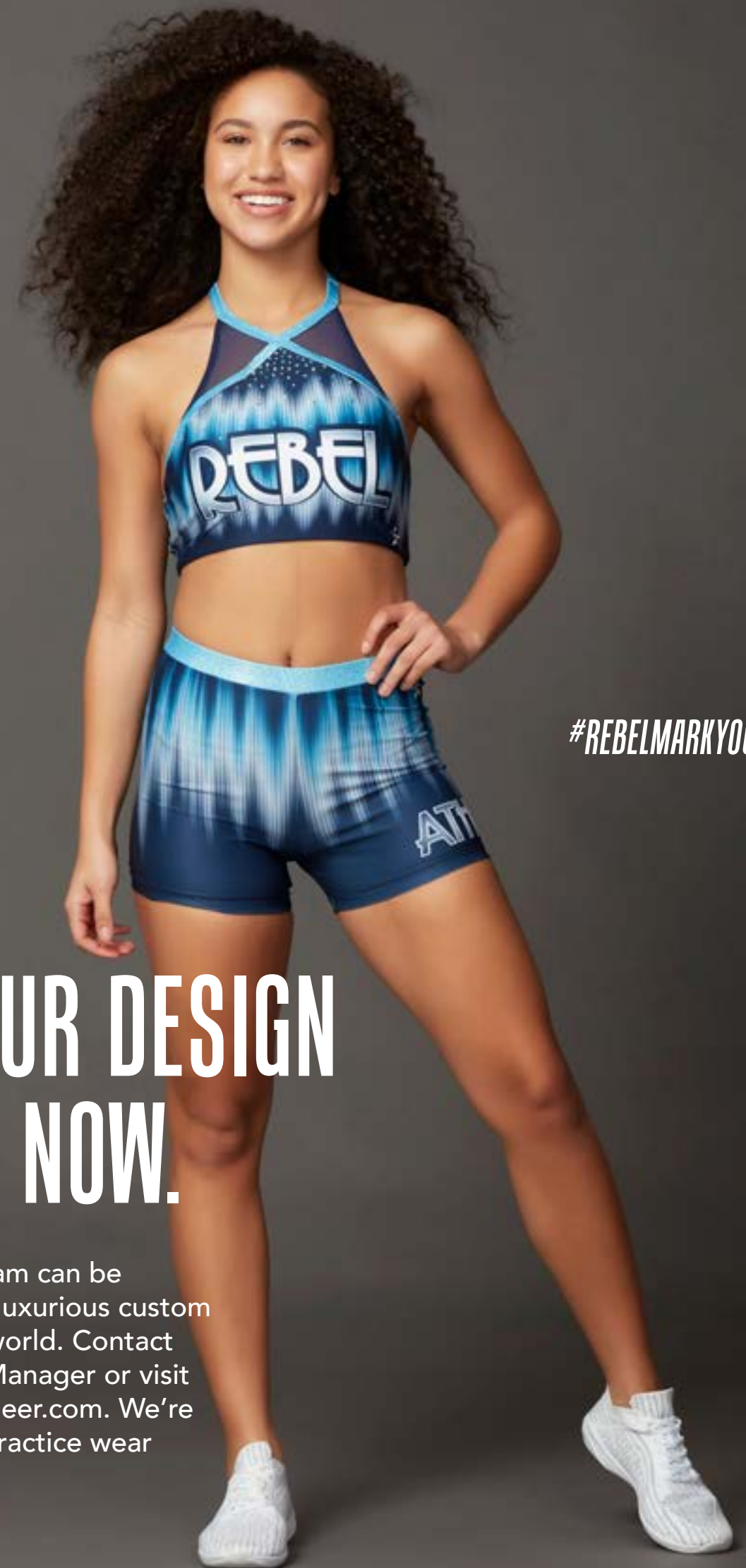
ALSO AVAILABLE IN BLACK



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Find out how your team can be outfitted in the most luxurious custom practice wear in the world. Contact your Rebel Account Manager or visit www.RebelAthleticCheer.com. We're ready to make your practice wear dreams come true.



CRYSTAL COUTURE
REBEL ATHLETIC WOMEN
AT REBELATHLETIC.COM

SHOP NEW STYLES NOW



Dream
REBEL
ATHLETIC

Shop the **Steel Blue Leopard Dream Bag** and more at RebelAthletic.com. For team orders, contact your Rebel Account Manager or email teamsales@rebelathletic.com.



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TEL: (855) REBEL68 · TEL: (855) 732-3568 · TEAMSALLES@REBELATHLETIC.COM

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