

YALA

SPRING / SUMMER 2024

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At some point in winter, the snow loses its luster, and we long for the arrival of Spring. Around this time, we are getting new images finalized and new styles arriving for our SS2024 Collection launch! This preparation couldn't come at a better time. It reminds us that even in January's raggedy, dormant gardens, tender bulbs are nested beneath the surface that will be peeking out to brighten our days soon.

Year after year, the same garden can surprise us, blooming early or late, scarcely or abundantly; nothing is static about a garden over time. Our new product collections fluctuate in size, variety, and palette season-to-season in the same way, and we are delighted to offer a 'bumper crop' of new colors and styles for 2024!

Your partners in comfort,
Tif, Rae, & the YALA Team

ENGLISH GARDEN

Stroll with us through a sunny English Garden, if only in your imagination. Towering hollyhocks and cobblestone paths meander around fountains, and a fluffy bunny may even cross your path! This hand-drawn sleepwear print is a celebration of Spring that is delicious to dream in, day or night.

Iris Nightgown
English Garden
\$34 | MSRP \$79

Nina Robe
Matcha
\$48 | MSRP \$108

Zia Tank Top
Matcha
\$20 | MSRP \$42

Lauren Pajama Short
English Garden
\$28 | MSRP \$64

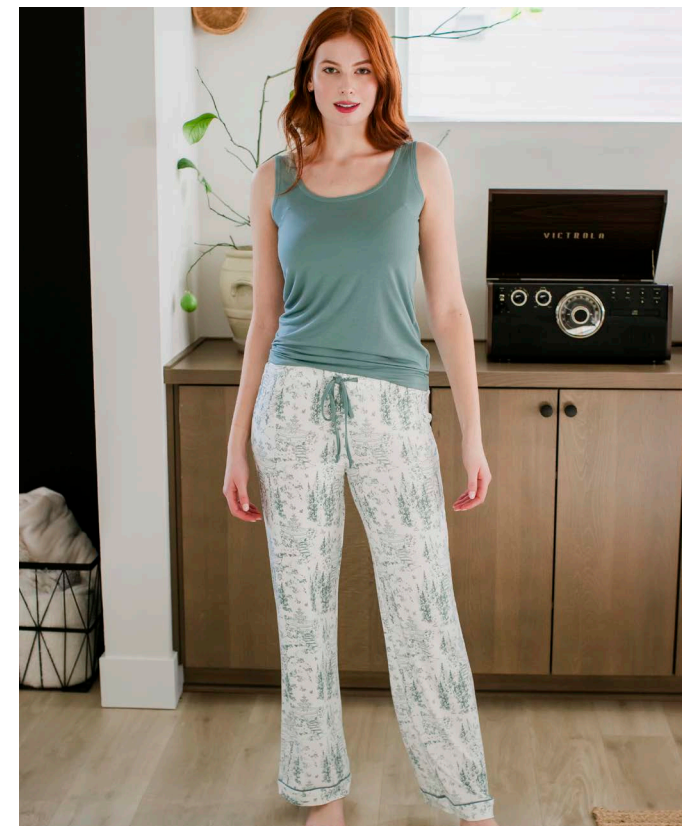




Haley Pajama Set
English Garden
\$54 | MSRP \$124



Haley Nightgown
English Garden
\$38 | MSRP \$88



Gillian Pajama Pant
English Garden
\$42 | MSRP \$94



Iris Robe
English Garden
\$48 | MSRP \$108



Iris Pajama Set
English Garden
\$52 | MSRP \$118

MATCHA

This green balances itself effortlessly between barely there Honeydew and earthy Moss. It refreshes and awakens the senses like a soft spring rain or a delicious Matcha Latte from your favorite coffee shop.



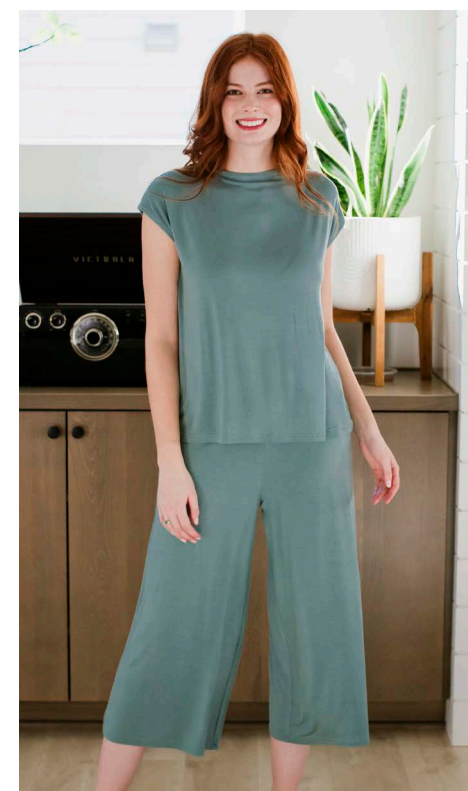
Molly Nightgown
Matcha
\$34 | MSRP \$79



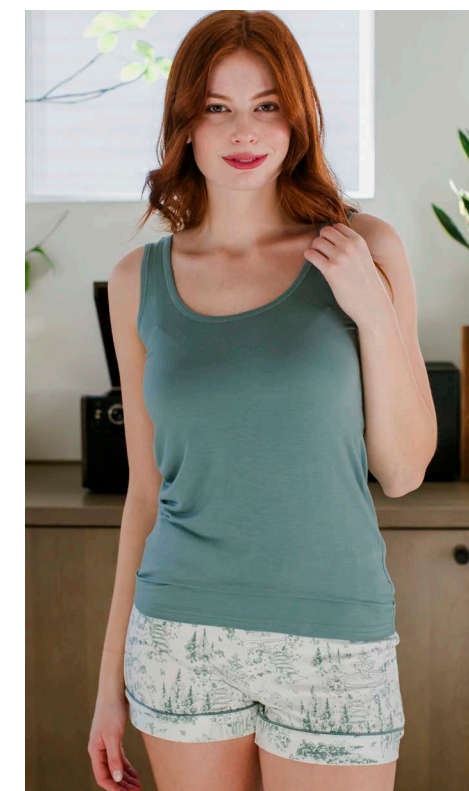
Betsy Nightshirt
Matcha
\$34 | MSRP \$79



Nina Robe
Matcha
\$48 | MSRP \$108



Opal Pajama Set
Matcha
\$52 | MSRP \$118



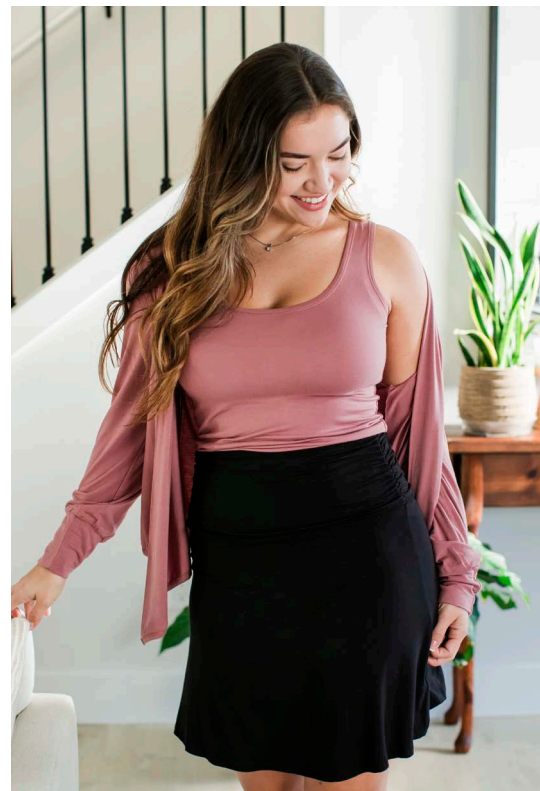
Zia Tank Top
Matcha
\$20 | MSRP \$42



***New** Heidi Top
Matcha
\$28 | MSRP \$70



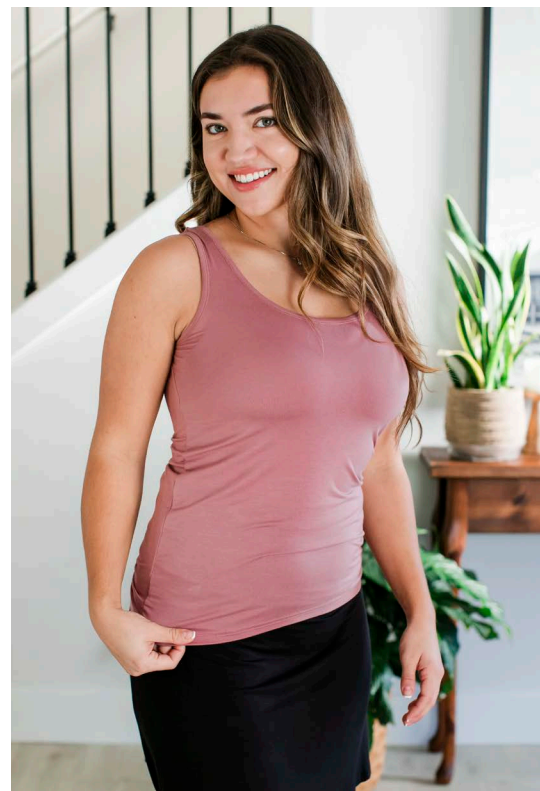
Tatum Wrap
Rose
\$42 | MSRP \$94



***New Everly Wrap**
Rose
\$42 | MSRP \$94



***New Kinsley Dress**
Rose
\$44 | MSRP \$108



Zia Tank
Rose
\$20 | MSRP \$42



ROSE

This pink is deeper than Lotus and more dusty and muted than our bright Blossom pink, leaning towards a soft and sophisticated mauve that will appeal to customers who want a more nuanced, less pink-pink.

Sandy Top
Rose
\$32 | MSRP \$74



FRENCH BLUE

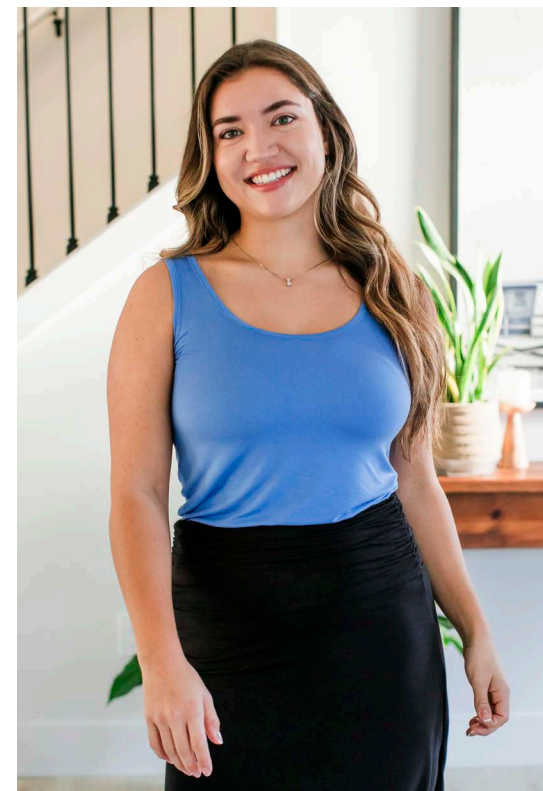
This shade of blue is a peaceful pause between deep Navy and bright Sky blues. It is a calming and sophisticated middle ground that is more timeless than trendy.



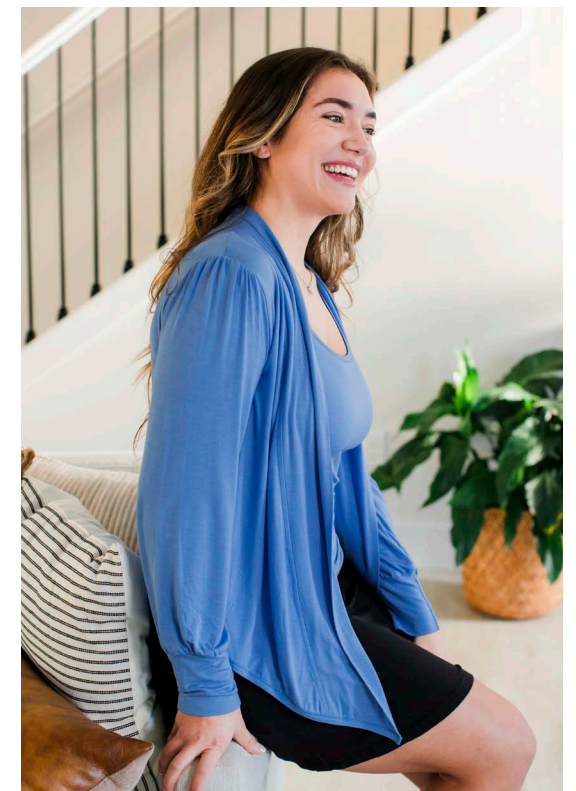
Dakota Top
French Blue
\$32 | MSRP \$74



Sandy Top
French Blue
\$32 | MSRP \$74



Zia Tank
French Blue
\$20 | MSRP \$42



***New Everly Wrap**
French Blue
\$42 | MSRP \$94

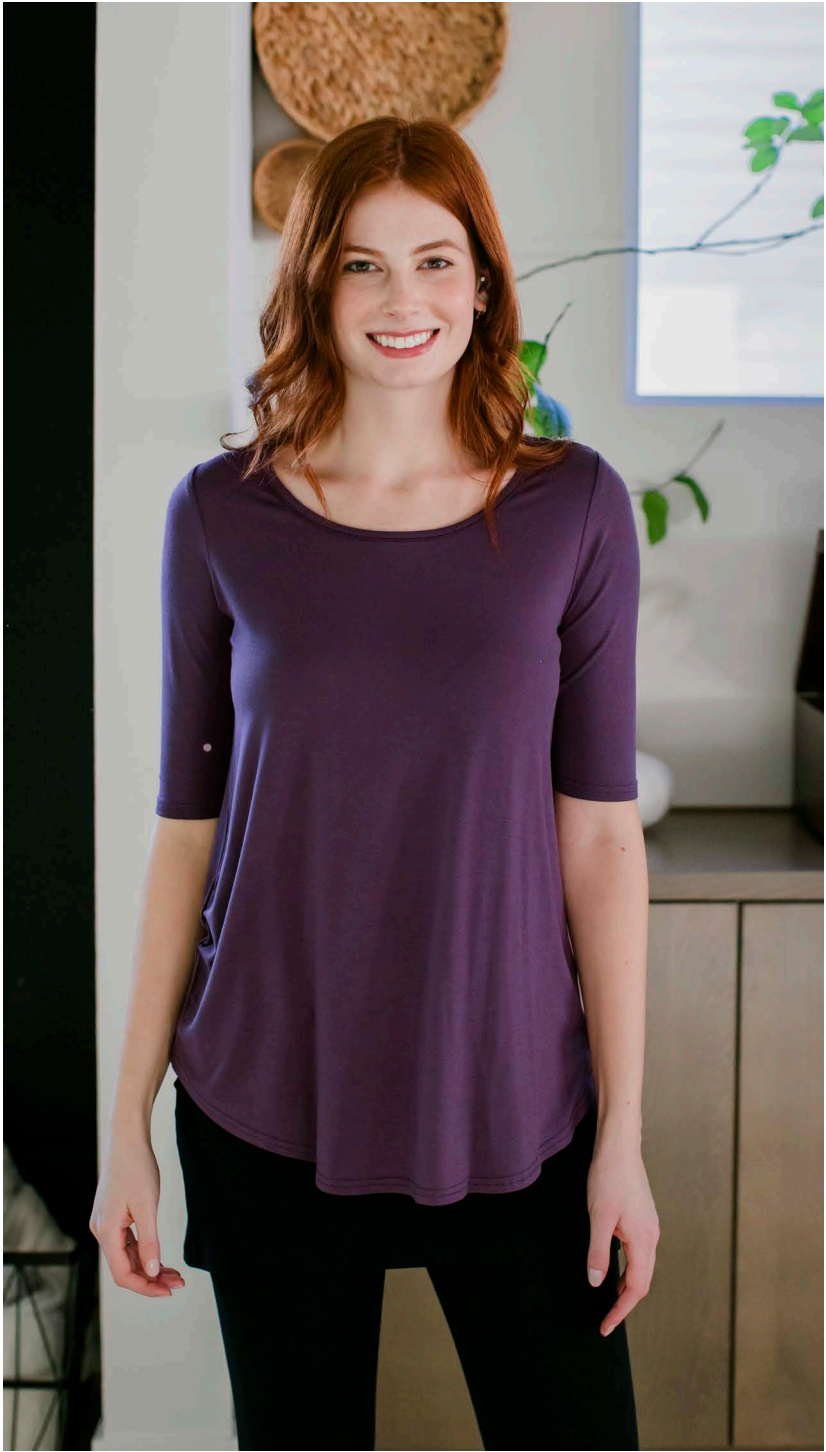


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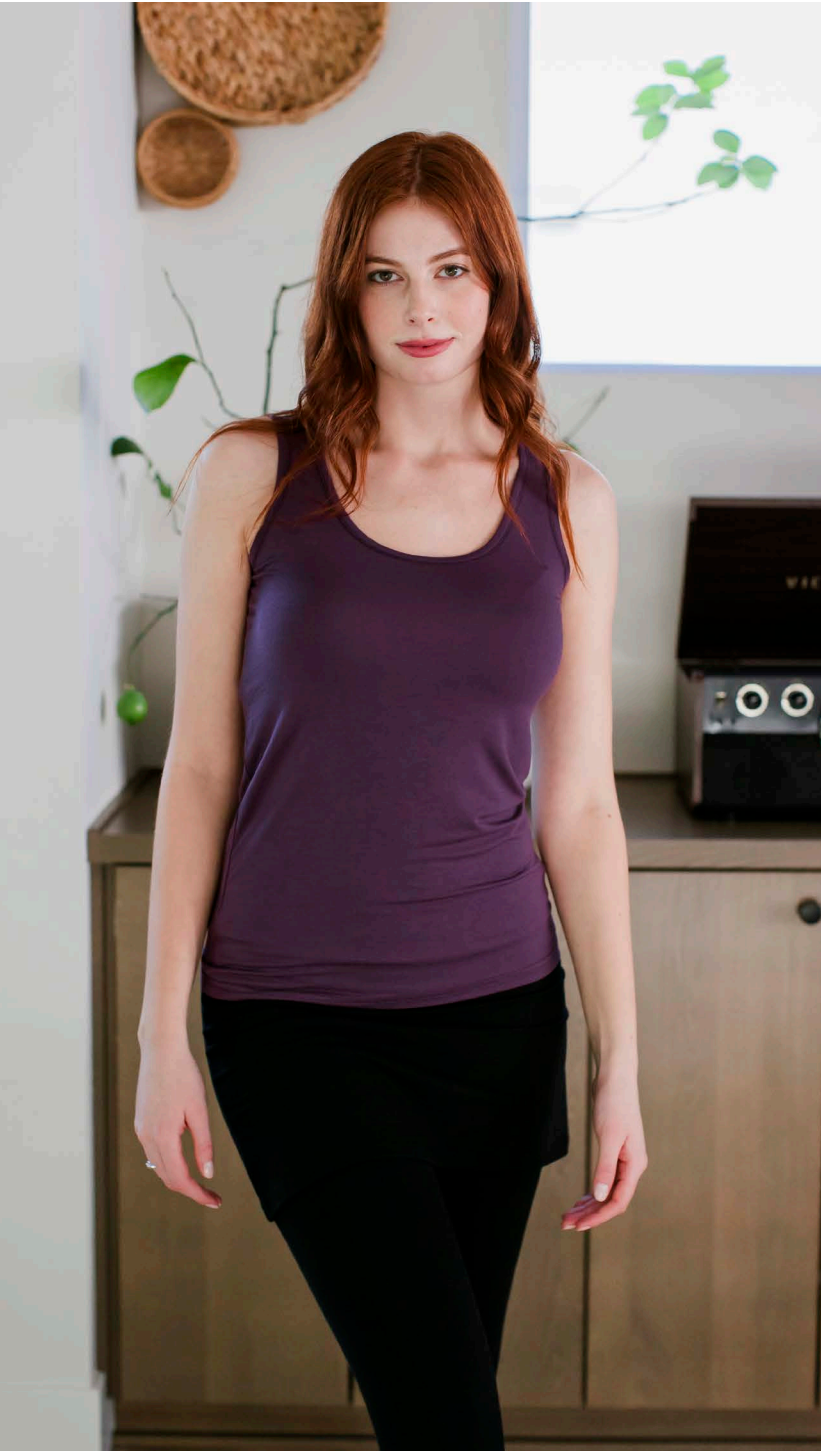
Sophie Wrap
Aster
\$42 | MSRP \$94

ASTER

Some things, in hindsight, seem like no-brainers. Aster, our long-time best-selling purple, is now available in three of our best-selling tops: Sophie, Sandy, and Zia. We're surprised we didn't do it sooner, too!



Sandy Top
Aster
\$32 | MSRP \$74



Zia Tank
Aster
\$20 | MSRP \$42



***New Zoey Dress**
Boysenberry
\$54 | MSRP \$128



Kiova Jumpsuit
Boysenberry
\$58 | MSRP \$134



Opal Top
Boysenberry
\$30 | MSRP \$69



***New Ginger Tank Top**
Boysenberry
\$28 | MSRP \$64



Cassidy Top
Boysenberry
\$32 | MSRP \$74

BOYSENBERRY

This soft-hued, energizing, and earthy dark berry color returns in several new and classic styles. It evokes summer's fresh-picked roadside berries that explode with flavor, still warm from the sun. Yum!



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Dakota Top
French Blue
\$32 | MSRP \$74

Rita Dress
French Blue/Natural Stripe
\$44 | MSRP \$98



NEW STRIPES

Spring shoppers will be looking for what's new, and we have fresh stripes to tempt them! Our bestselling Classic stripe pattern will brighten racks in French Blue/Natural and Ash/Natural colorways.

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Kai Top
Ash/Natural Stripe
\$32 | MSRP \$74



Rita Dress
Ash/Natural Stripe
\$44 | MSRP \$98



***New Heidi Top**
Ash/Natural Stripe
\$28 | MSRP \$70



Riley Dress
Ash/Natural Stripe
\$38 | MSRP \$88

Heidi Top

The Heidi Tee boasts a timeless ballet-style silhouette with short sleeves and a scoop neck. Available in stripes and solids, this fitted top layers well for endless looks. A versatile travel companion and capsule-collection essential. Available in French Blue/Natural Stripe, Ash/Natural Stripe, Matcha, and Black.

Heidi Top ***New**
French Blue/Natural Stripe
\$28 | MSRP \$70



Ginger Top

Women will love this new everyday tank top! The Ginger Tank pairs well with everything and features a v-neck, slight racer back, and side slits. Available in Black and Boysenberry.

***New** Ginger Tank Top
Black
\$28 | MSRP \$64



Everly Wrap

This new wrap is distinguished by a subtle gathered shoulder and dramatic cuffed wrist that create a blousy and roomy long sleeve. The open shawl collar drapes slightly lower in the front, with a hip-length hemline in the back. Available in Navy, Black, French Blue, and Rose.



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***New** Everly Wrap
Navy
\$42 | MSRP \$94

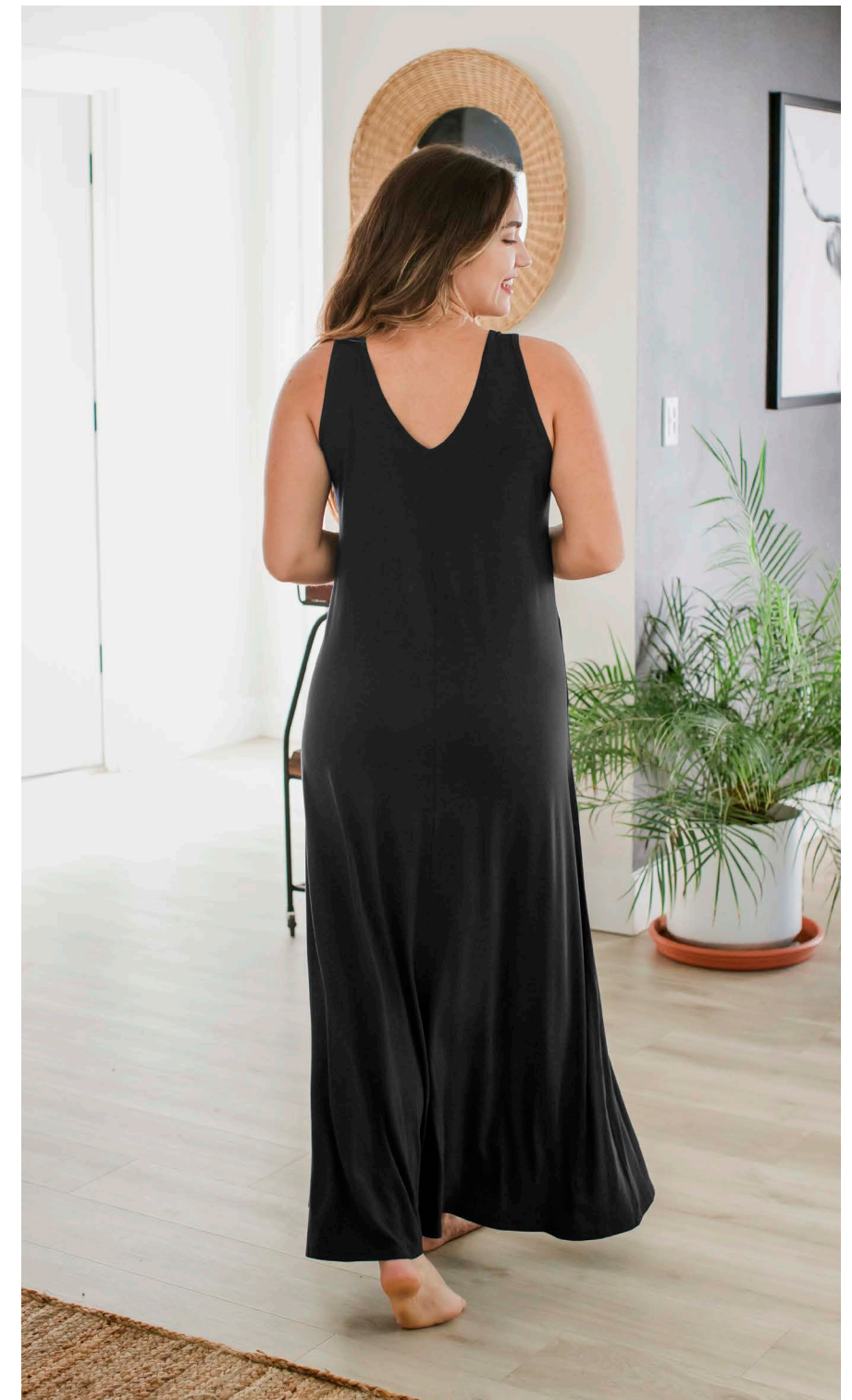
Kinsley Dress

When ease is your priority, the Kinsley Dress provides! This tank-top maxi dress features a v-neck and v-back, hidden side pockets, and a long, ankle-length hem for fuss-free lounging. Available in Navy, Rose, and Black.



Kinsley Dress ***New**
Navy
\$44 | MSRP \$108

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Zoey Dress

Hello, Grecian Goddess! Flatter your feminine curves in supreme comfort with the Zoey dress, featuring a cross-over bodice, empire waist, and ankle-length hem. Double-thick fabric on the bust provides secure coverage up top, and hidden side pockets keep things casual. Available in Boysenberry and Black.



Zoey Dress ***New**
Black
\$54 | MSRP \$128

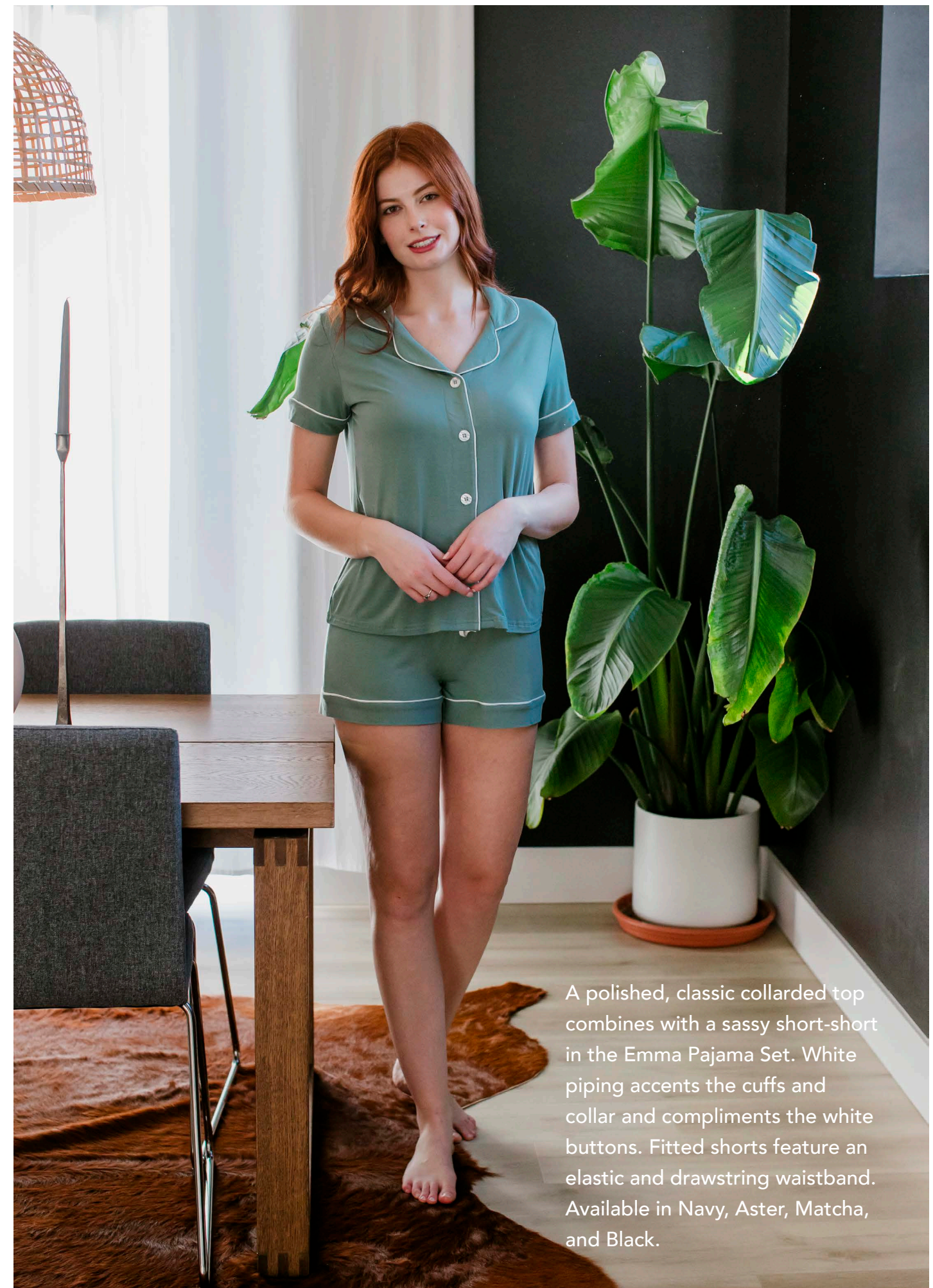
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Emma PJ Set



Emma PJ Set ***New**
Navy & Aster
\$52 | MSRP \$118

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A polished, classic collared top combines with a sassy short-short in the Emma Pajama Set. White piping accents the cuffs and collar and compliments the white buttons. Fitted shorts feature an elastic and drawstring waistband. Available in Navy, Aster, Matcha, and Black.

To view the entire YALA
collection & place orders
please visit:
www.yalawholesale.com

YALA

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