



**ARE YOU READY
FOR YOUR NEXT
ADVENTURE?**

ABLY® APPAREL



OUR STORY

Welcome customers, partners and friends,

With spring in full bloom at our headquarters in the Pacific Northwest and summer hot on its heels, we've curated this issue with your long days in the sun and warm nights on the porch in mind.

Inside this catalog you're sure to come across some of our all-time favorite styles, as well an offering of our most recent adventure-ready additions, determined to fulfill whatever expectations you have of these warmer months—whether they're spent in spin class or across the Appalachian Trail.

Brainy, stylish, and modern-minded, we like to think of the ready-for-whatever gear as a celebration of your style and sensibility—because when there's so much of the world left to see, why waste your day watching the wash? As we see it, you ought to spare both yourself and Mother Earth the trouble and get out there already.

Whether you're packing for a month in South America (if I may, Lima's a must) or an impromptu weekend beachside, make your load a little lighter with Ably®. I know you won't regret it.

I sincerely hope our little labor of love finds you well and in good spirits, with the sun on your face and the wind at your back.

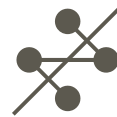
So, why wait? You've got memories to make. Drop me a note, enlighten me about your world and adventure.

*Raj Shah, CEO
Ably® Apparel*



Inspiration & Innovation

The incredible properties of Ably® Apparel come from Filium®, an eco-friendly technology that makes any natural fabric repel liquid and resist odor without sacrificing softness or breathability.



NANO FREE

The Filium® process is safe for you and the planet. We don't use any nanoparticles or chemicals that can break down and leach into your skin or the environment.



STAIN RESISTANT

Wine, coffee, melting ice cream — anything you used to worry about ruining your clothes runs right off Filium®-activated fabric.



QUICK DRYING

Dunk a Filium®-activated shirt in water and it'll still get wet. But since the fabric repels the liquid, it dries up to 40% faster than regular clothing.



ECO FRIENDLY

Filium®'s core technology is produced according to bluesign® standards for sustainable materials and production.



LESS LAUNDRY

With clothes that resist stains and odor, you'll find yourself spending a lot less time doing laundry. What's more, by reducing how often we wash and dry clothes Filium® can make a significant dent in our carbon footprint.



NO ODOR

It's not sweat that makes clothes stink — it's bacteria that grows when sweat soaks into fabric. Since Filium® repels liquid, your perspiration evaporates through the breathable fabric leaving your clothes smelling fresh even after a hard workout.

TRAVEL READY

“When I travel, I love to walk! I walk everywhere! It is how you get to know a place, and get lost in its wonderful streets. It is how you find those charming, hidden treasures a city has to offer! But with all that walking comes sweating. And, since I'm not a fan of sweat or smells, I am in love with Aply® Apparel! Their stuff is odor and stain resistant. So, if you enjoy walking and taking pictures as much as I do when traveling, their stuff is the way to go!”

Styled by
@blueOangel

@blueOangel is wearing the Robert Zip-up Hoodie in Dark Heather and the Street Chinos in Sand

ROBERT / ZIP-UP HOODIE

Slim-fitting, double-stitched for durability, and resistant to liquids and odors, the Robert hoodie is sure to make itself a mainstay for any guy seeking style, comfort, and thoughtful design. Our Robert hoodie features a discreet, grommated pocket to keep your cell phone snugly in place and your headphone wires hidden, so you can hit the track or bolt for the subway knowing your cell phone is secure and nothing is getting snagged on the turnstile. No doubt, this zip-up has its act together enough for the both of you.



Navy / Dark Heather / Black

\$125



STREET / CHINO

The Street Chino is our lightweight, slim fit chino style with comfort stretch for flexibility. Attention to details with bound seams and reinforced openings for added durability make this the perfect travel chino. We added front hand pockets, rear welt pockets with button closure and front zippered fly.



Sand / Black / Navy

\$118



WORKOUT READY

LILAC / RIB CUFFS SWEATPANTS

We know what you're thinking. Yes, our Lilac sweatpants look custom-made for your morning yoga routine. And, sure, they're cute enough to wear right out of the studio. And with 3% spandex, they have exactly the right amount of flexibility to let you transition effortlessly from Downward-Facing Dog to Cobra to Tree Pose. So after all those cleansing breaths, you might find yourself wondering how our Lilac sweats stay fresh as a daisy, day after day. Well, that's Filium® for you. Our mantra here at Ably®? Make the everyday, extraordinary.



Black / Blossom / Eggplant / Mint Tea
Riviera / Sage / Light Blue / Light Heather / White

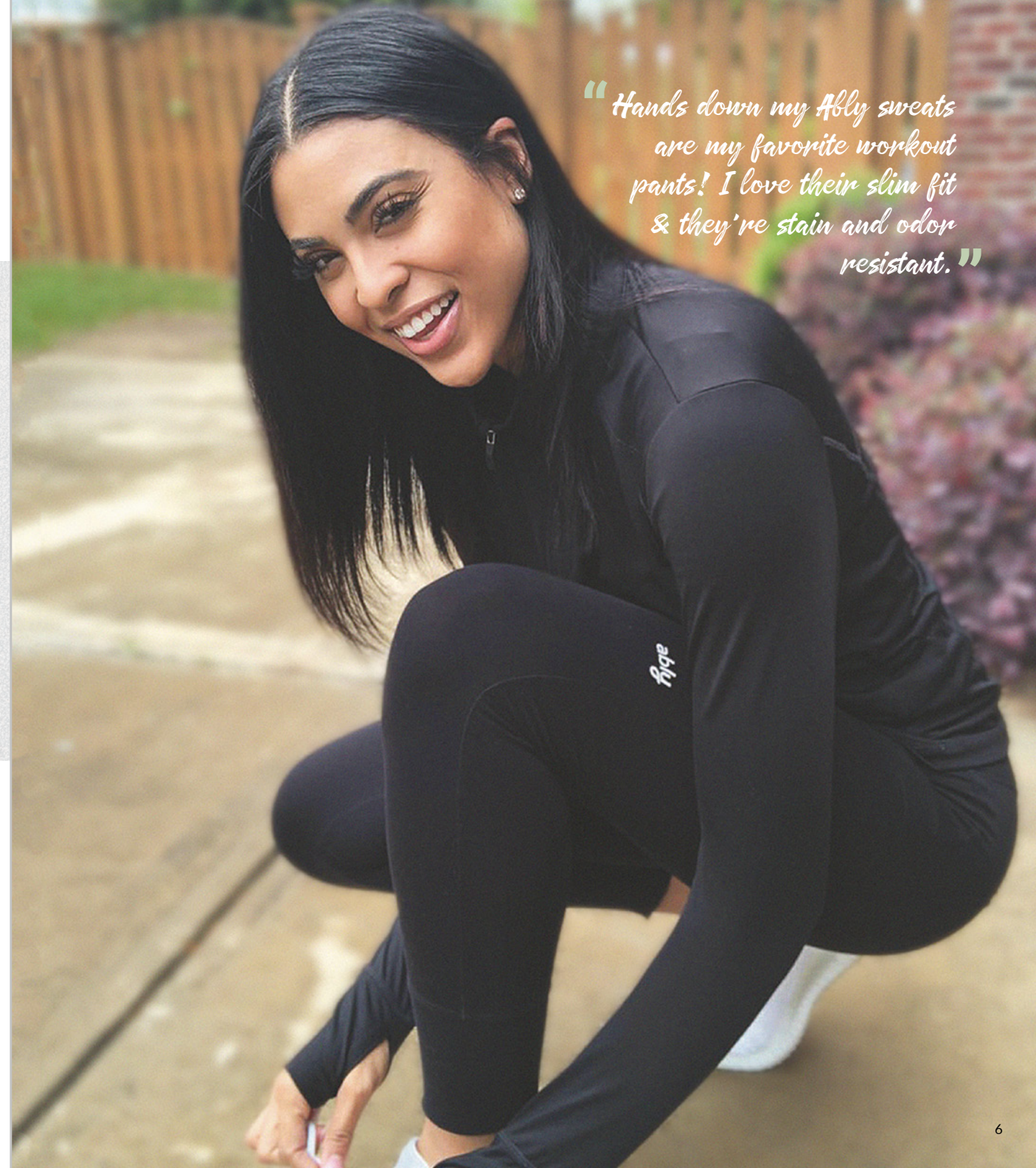
\$115

@Mariakills_ is wearing the Lilac Rib Cuffs Sweatpants in Black

 Styled by
@Mariakills_




“Hands down my Ably sweats are my favorite workout pants! I love their slim fit & they're stain and odor resistant.”



SUNSHINE READY

*“Life is about balance.
Be kind but don't let
people abuse you. Trust,
but don't be deceived.
Be content, but never
stop improving yourself.”*

 *Styled by
@athenalovesu*

DAFFODIL / POCKET-LESS TEE

Our Daffodil tee is much more than meets the eye. Although, we've got to say, we love what meets the eye. This t-shirt is designed with a modestly roomier fit in mind, which guarantees comfort during whatever your day may hold. And since this tee repels liquids and odors both, whatever your day may hold won't stain your new favorite shirt. This isn't just the t-shirt you want, it's the one you deserve. Go ahead, try one on for size—and make the everyday, extraordinary.



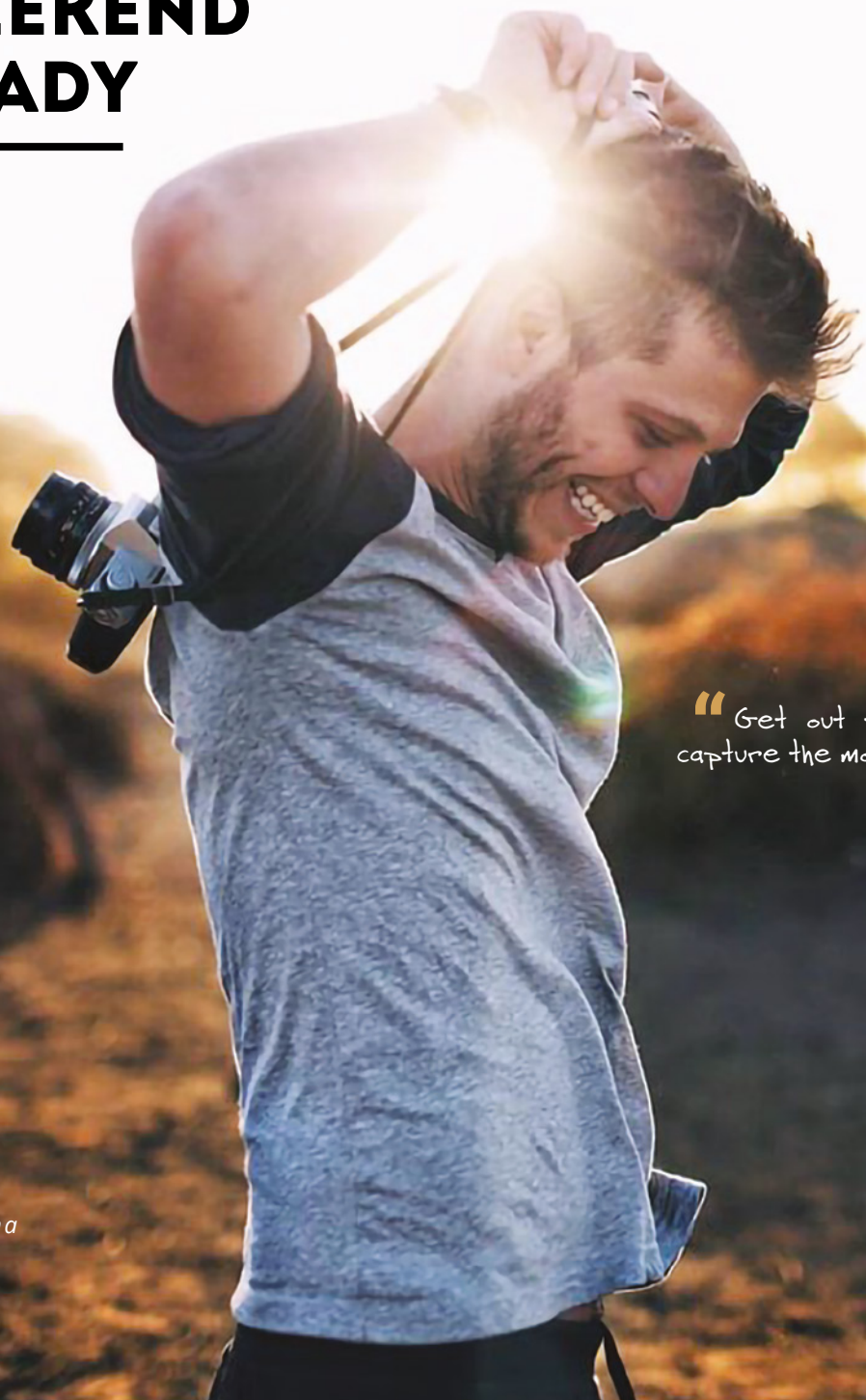
*Carnation / Beet Red / Black / Eggplant /
Light Heather / Light Blue / Riviera /
Pale Green / White*

\$48

*@athenalovesu is wearing the Daffodil
Pocket-less Tee in Light Heather*



WEEKEND READY



“Get out there and capture the most of it!”



Styled by
@BC_Serna

RONALD / COLOR BLOCK CREW NECK

Whether you're rounding home base or going for another round, our color blocked baseball tee has got your back. While tailored for a slimmer fit, our Ronald raglan tee features a broadened crew neckline to maximize comfort in all your day's activities. Couple with our Joel baseball jacket to really complete the look.



Navy & Heather Gray / Black & Heather Gray

\$60



RONALDO / COLOR BLOCK CREW SHORT SLEEVES

Short-sleeved crew neck shirt with color blocked design. Straight hem and tailored for clean lines and a slim fit. Made with 100% premium cotton for a lightweight, breathable shirt you can wear all day, for days, and days, and days.



Green & Heather Gray / Azure & Heather Gray / Purple & Heather Gray

\$52



@BC_Serna is wearing the Ronald
Color Block Crew in Black & Heather Gray

ACTION READY

TULIP / SPORT SHORT

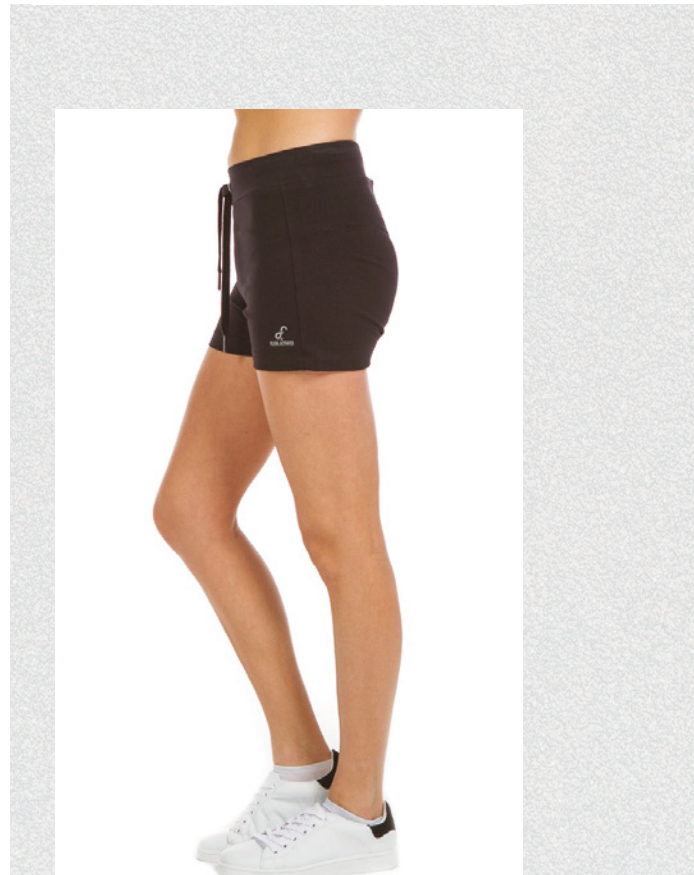
Sporty, fun and flirty! Our lightweight short is designed with fashion and function in mind. Adjustable draw cords, double stitched hem and a shorter inseam complete the look. This will be a great addition to your workout attire or a day in the sun.



Black / Riviera / Blossom / Mint Tea / White

\$70

@breannagarcia01 is wearing the Tulip Sport Short in Black



Styled by
@breannagarcia01

“Whether I’m at the gym or doing handstands, I love being active in my Sport Shorts from @ablyapparel”



Styled by
@themakingofraven

“I HAVE FOUND GOLD. Anyone who knows me knows that I struggle with getting my makeup everywhere. By the end of the day, my shirts tend to have a “tan-ish” hue on the collar. That’s why these shirts from @ablyapparel are a literal GOD SEND. The fabric is made with new technology that actually REPELS stains, which means I can literally go all day with a white shirt that actually STAYS WHITE!”

CONFIDENCE READY

ROSE / 3/4 LENGTH SLEEVES

With carefree stripes, a rounded hemline, and a modestly broadened neckline, our Rose 3/4-length sleeve tee enters your wardrobe as a new staple for any occasion demanding the perfect balance of classic and casual. Which, as we understand it, is everyday. Step out to the beach and then out for the night in the same smart top knowing it’ll catch eyes while leaving sweat and smell behind.



Riviera / Beet Red / Blossom / Eggplant / Mint Tea
\$65



@themakingofraven is wearing the Rose 3/4 Length Sleeves tee in Riviera

ADVENTURE READY

Styled by
@geraldgiovanni

DOUGLAS / LONG SLEEVE TEE

Our Douglas long sleeve tee is more than just a pretty face—although you're welcome to keep staring. (We totally get it.) Sure, lightweight and ultra-breathable Douglas knows his way around a bench press. But Douglas is bright, too. With his Filium®-activated technology, he can hit the weights time after time without want for wash. And since he's designed with effortless style in mind, he won't look out of place cramming at the library either.




Azure / Navy / Light Heather / Sage /
Black / Garnet / Maroon / Ocean /
White / Hunter Green / Khaki

\$60

@geraldgiovanni is wearing the Douglas
Long Sleeve Tee in Navy





 *Styled by @jones_the_aussie*

BEST FRIEND READY

TOURIST / POCKET-LESS TEE

What are the characteristics of a perfect shirt? Color, comfort, softness, feel and washability perhaps? With the Ably® Tourist pocket-less tee you have all of those, plus the Filium®-activated technology making it much more durable than your average shirt. Sweat and spills are no match. The Ably® Tourist pocket-less tee can accompany you on all your adventures and just might become your new favorite shirt.



*Garnet / Purple / White / Light Heather / Azure /
Black / Charcoal / Navy / Ocean / Riviera / Khaki*

\$48

*@jones_the_aussie's best friend is wearing the
Tourist Pocket-less Tee in Garnet*



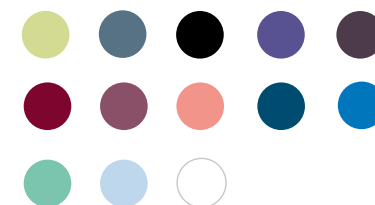
ISLAND READY

Styled by
@arianaakyama



VANESSA / DEEP V-NECK

The deep v-neck that launched a thousand ships, Vanessa's made quite the name for herself. Okay, yes, that may have been someone else, but this v-neck tee will turn heads everywhere it goes--be it your morning spin class or happy hour drinks with the girls. And since the 100% premium cotton is Filium®-activated, you can work up a sweat or raise your glass knowing you won't take any unwanted scents or stains with you.



*Pale Green / Dark Sky / Black / Purple /
Eggplant / Beet Red / Plum / Carnation /
Moroccan Blue / Azure / Canton Blue /
Light Blue / White*

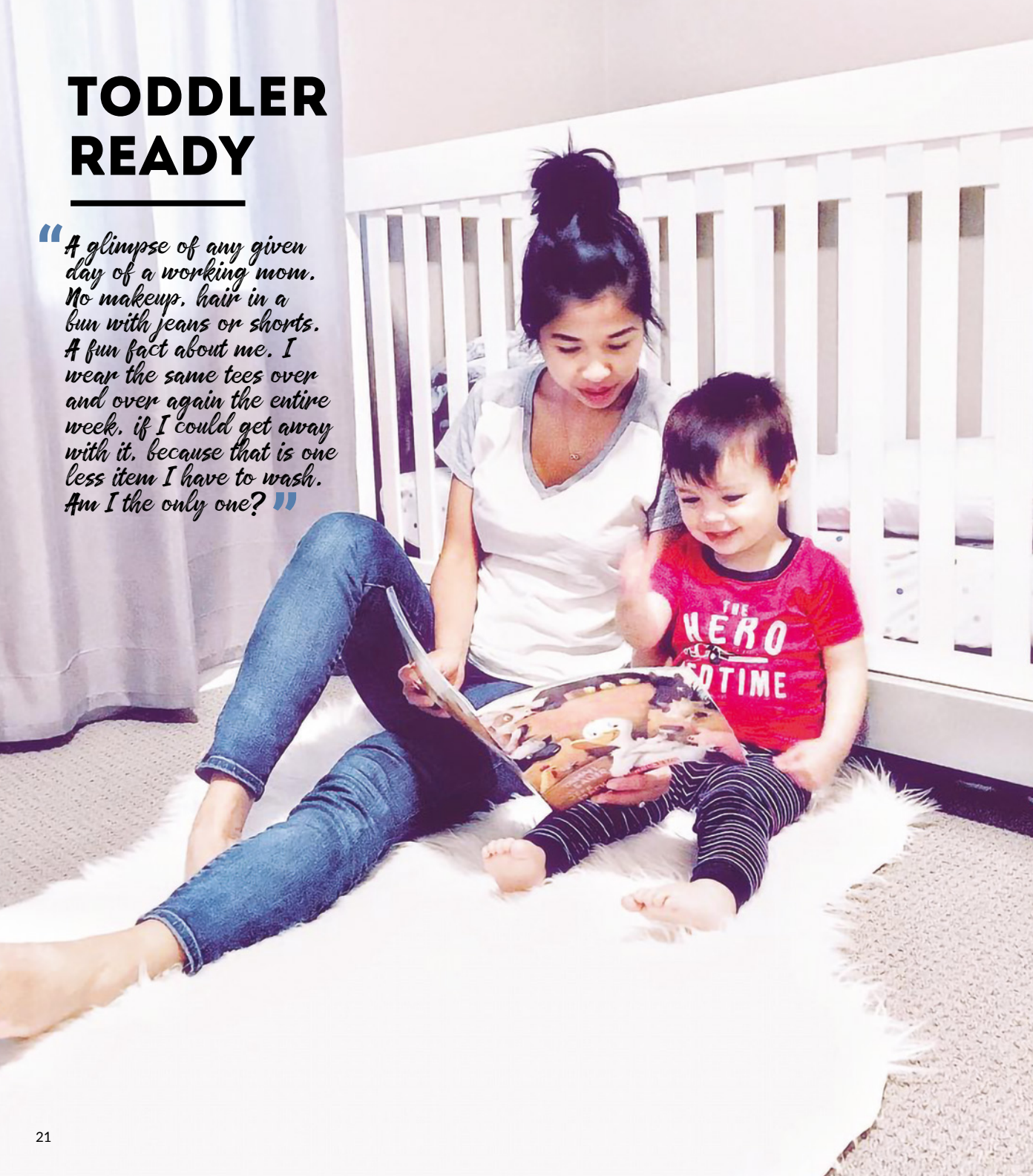
\$48

@arianaakyama is wearing the Vanessa Deep V-Neck in White



TODDLER READY

“A glimpse of any given day of a working mom. No makeup, hair in a bun with jeans or shorts. A fun fact about me. I wear the same tees over and over again the entire week, if I could get away with it, because that is one less item I have to wash. Am I the only one?”



Instagram icon *Styled by @vy.primozich*

KIMBERLY / COLOR BLOCKED V-NECK

Color-blocked deep V-neck with a subtly rounded collar, straight hem, and simple relaxed cut for a flattering silhouette.



Black & Heather Gray /
Heather Gray & White /
Plum & Heather Gray /
Moroccan Blue & White /
Moroccan Blue & Gray

\$50



@vy.primozich is wearing the Kimberly Color Blocked V-Neck in Heather Gray and White

MORE STYLES



BRADLEY /
CREW NECK
POCKET TEE



CAPTAIN /
CLASSIC
TANK



JAMISON /
V-NECK TEE



QUEST /
SLUB PIQUE
POLO



DRIFTER /
BUTTON UP SHORT
SLEEVE SHIRT



SAFARI /
FLEX STRETCH
POPLIN JACKET



SAILOR /
BUTTON UP PIQUE
KNIT SHIRT



EXPLORER /
LIGHTWEIGHT
HOODIE



ODESSY /
STRIPED POLO



CALLA /
LIGHTWEIGHT
POLO



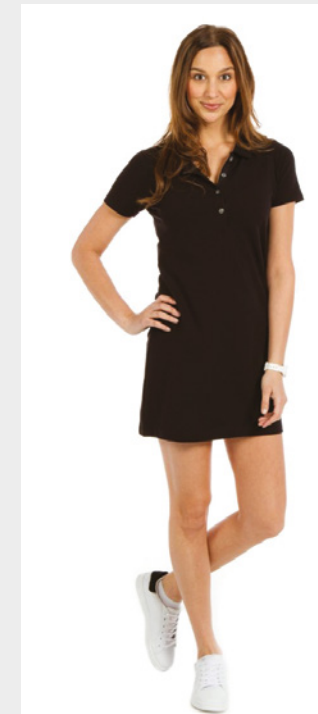
JASMINE /
SHORT SLEEVE
PRINTED TOP



SUNFLOWER /
LONG SLEEVED
TUNIC



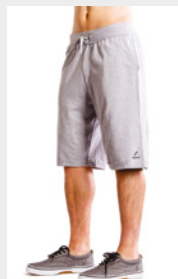
HYACINTH /
LIGHTWEIGHT
HOODIE



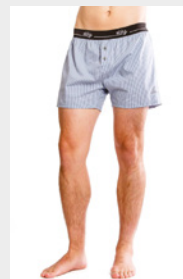
ORCHID /
POLO STYLE
DRESS



CRUISE /
TWILL SHORT



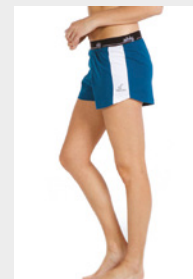
POOLSIDE /
SWEAT SHORTS



VACATION /
WOVEN BOXER
SHORTS



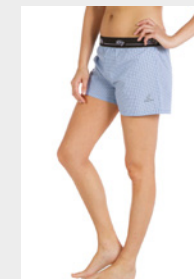
JEREMY /
KNIT BOXER
SHORTS



AGNES /
KNIT SHORTS



BLUEBELL /
PRINTED SHORTS



BLUEBELL /
GINGHAM
SHORTS



ABLY® /
TRAVEL
BLANKET



ABLY® /
TOTE BAG

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