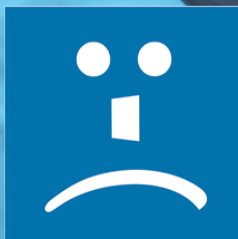


2008 Style Book



TM

CHEER UP, BLUE SQUARE!



Style no. 1101:

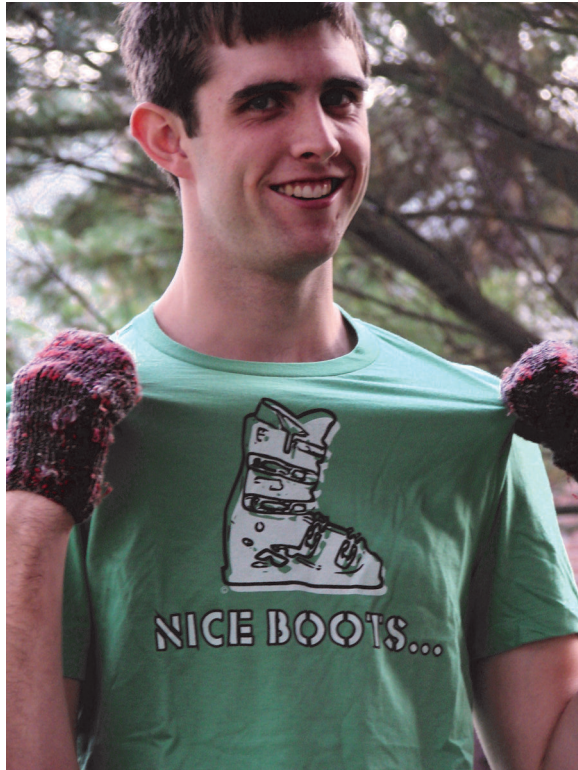
Make everybody happy in our signature “**Cheer Up, Blue Square!**” company logo tee. Available in heather grey with multi-color logo graphic.

Men’s sizes S, M, L, XL.



Style no. 1102:

Our famous **“Can I offer you a lift?” tee**. Vintage navy with ocean blue graphic. Men’s sizes S, M, L, XL.



Style no. 1103:

Whether you ski or board, tell a ski bunny what you think in the “Nice boots...” tee in a faded shamrock green with black and white ski boot graphic.

Men’s sizes S, M, L, XL.



Style no. 1104:

Demonstrate your love for the park and pipe with our “halfpipe” tee. Featuring an off-set graphic, it’s not at all ordinary. Available in chocolate brown with white and orange graphic.

Men’s sizes S, M, L, XL.



Style no. 2101

Our “Cheer Up, Blue Square!” company logo tee isn’t just for the boys. Available in heather grey with multi-color logo graphic. Women’s sizes S, M, L, XL.



Style no. 2102:

Après is French for “after” - and your après ski adventures are those that take place after the lifts have closed for the day. Show your flirtatious side with our “You + Me” tee in lilac with indigo print.

Women’s sizes S, M, L, XL.



Style no. 2103

If you like your 80's music, you'll love our throwback "Wake me up before you snow snow" tee with its retro alarm clock graphic. Available in chocolate brown with ocean teal print.

Women's sizes S, M, L, XL.



Style no. 3101

Are we talking about slopes or rocks? Either way, we say “**Diamonds are hard**” in 50/50 cotton/poly thermal. Black with white graphic and text.

Unisex sizes S, M, L, XL.



Style no. 3102:

Tell them where to find you when the day is done, and maybe someone will bring you a nice cup of hot cocoa.

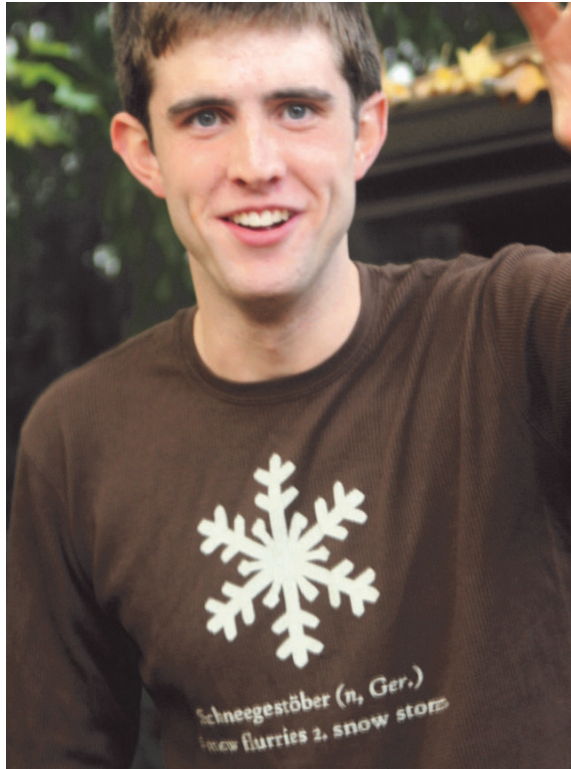
“Meet me at the lodge” thermal in chocolate brown with a mug in our signature Cheer Up, Blue Square! blue.

Unisex sizes S, M, L, XL.



Style no. 3103:

Ward off the injuries (or bring gifts to your doctor) with this tongue-in-cheek thermal, declaring that **Skiers** are “**Keeping orthopedic surgeons in business since 1871.**” Black thermal with antique ski pole graphic in light foam green for that vintage look. Unisex sizes S, M, L, XL.



Style no. 3104:

Whether or not you passed your German classes, you won't want to pass up this thermal. Try to get your friends to pronounce it correctly: "**Schneegestöber (n, Ger.) 1. snow flurries 2. snow storm**" in chocolate brown with sandstone print.

Unisex sizes S, M, L, XL.