



NEWS RELEASE

THE CALIA COLLECTIVE IS THE NEXT STEP IN OUR JOURNEY

3/30/2022

CALIA's new brand ambassadors embody everything that makes CALIA special; Golf and maternity CALIA lines coming this spring.

CALIA couldn't be more excited to introduce our newest brand ambassadors: gymnast **Shawn Johnson East**, actress **Dascha Polanco**, golf journalist **Alexandra O'Laughlin** and wellness entrepreneur **Hannah Bronfman**.

They are all passionate, driven, dynamic and talented.

The fashionable and functional **CALIA** meets women where they are - and this spring will introduce new lines for golf and maternity.

"One of the things that makes designing and building a brand so fulfilling is seeing the community of women who surround it and embrace it," said Nina Barjesteh, SVP, product development. "As we kick off this next chapter in CALIA's story, we want to make sure women can see and feel themselves in our brand and that what we put out into the world – whether it is our product or our brand message – resonates with and inspires women."

Each ambassador has unique reasons for joining the CALIA Collective as the brand continues to provide the perfect style choices for the modern woman. They're here to tell us why CALIA is a perfect fit for women's lifestyle, fashion and fitness

needs through their unique personal journeys.

SHAWN JOHNSON EAST

Shawn lives in activewear, whether she's working out, on the road or being a mama to her two children – and that's relatable to many women.

Fitness for Shawn can mean a morning workout, an afternoon chasing after the kids or running to a business meeting. With such a busy schedule, Shawn has the confidence to know that whatever she throws on is both functional and stylish, giving her one less thing to worry about.

"I can be in the school drop-off line and go right to a business meeting and still feel put together," Shawn said. "CALIA really makes it easy. They truly celebrate women where they are."

DASCHA POLANCO

It's the little things that stand out to Dascha, like straps, prints, beautiful lines and pockets. Those have to be functional as well, because nobody wants to be tugging at their leggings or have a sports bra that restricts you from reaching for new heights. The "Orange is the New Black" and "In the Heights" actress is all about the many colors, fun patterns and matching yoga sets.

For her, the right outfit can be another aspect of who you are and how you go about your journey.

"The journey has no formula," said Dascha. "You have to pace yourself, have acceptance and push forward. You have to do what works for you."

ALEXANDRA O'LAUGHLIN

For the always-on-the-go #neverunpacked Alexandra, performance is just as important as style. The upcoming golf collection is a natural fit that breaks the mold with colors and designs that are both flattering and functional – because feeling good and sporting a great swing should be one in the same. Another fave are the matching sets that can provide a uniform look or a more unique approach, depending on how she's feeling.

“To have this golf line that is so transitional and diverse is really exciting,” said Alexandra. “Usually, I’m gone for weeks or months at a time and there are different climates. I’m looking for layers and things I can dress up or dress down. I have to have things that transition.”

HANNAH BRONFMAN

Options are a good thing for Hannah. If she's feeling a pop of color or her go-to neutrals, CALIA has her covered.

As performance wear has become ubiquitous with all that life has to offer, Hannah is ready for it. Feeling confident in her look is a powerful motivator that can help elevate a good workout into a great one and propel her through a busy day.

“A lot of the pieces I can wear from the gym to my office,” Hannah said. “I love that there’s a wide variety and a lot of wearable, transitional pieces.”