



*BodyRock* BY KELLY DOOLEY  
SPORT

SPRING /  
SUMMER 13



From Left: Tarah Tank 72.00, Sophie Capris 85.00, Cleopatra Gloves 60.00, Valerie Moto Jacket 165.00, Angelina Bra 135.00, Love for All Capris 85.00, Valentina Bra 150.00, Love for All Booty Shorts 56.00, Stasi Top 61.00, Sophie Bra 77.00-87.00, Andrea Capris 82.00

# FLORAL

Flower power goes active. These Andy Warhol-inspired prints have become our signature, and easily mix n' match with our other bold styles.



*blossom bloom*

# LACE

Add a fresh splash of lace into your spring wardrobe. Color options include teal/black, lavender/black, rose pink/black and a citrus-bright yellow/pink.



*luscious lace*

From Left: Valerie Halo Bra 56.00, Valerie Capris 85.00, Leigha Bra 56.00, Leigha Booty Shorts 56.00, Laura Bra 66.00, Alexis Moto Jacket 165.00, Caitly Tank 70.00, Alexis Perfect Ten Skinny Leggings 125.00, Angelina Bra 150.00, Alexis Booty Shorts 56.00

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# RIPPED FISHNET

Inject your wardrobe with some edge in our ripped fishnet print, available in purple/black and gray/black.



From Left: Angelina Bra 135.00, Zuzu Slashed Leggings 126.00, Gwen Bra 64.00, Gwen Booty Shorts 56.00, Bryanna Top 61.00, Gwen Bra 64.00, Gwen Slashed Leggings 126.00, Dulce Top 70.00, Zuzu Bra 64.00, Zuzu Cycling Shorts 62.00

*punk  
rock  
glam*



# JEWELS

*shine bright*

This luxe jewel print was literally inspired by Kelly's pink ruby engagement ring! It's available in black and pink, dubbed Aphrodite and Hera, the Greek Goddesses of Love and Marriage, respectively.



From Left: Aphrodite Bra 77.00, Aphrodite Capris 85.00, Hera Bra 77.00, Hera Capris 85.00



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# BODYROCKER



Kelly Dooley-Kalley designed her Spring/Summer 2013 collection while in the midst of planning her July 2012 wedding, and was very inspired by love, music, and the luxurious world of bridal. This is her largest collection to date, which includes everything from sports bras and moto jackets to leggings, capris, and shorts. She not only wanted to convey the versatility of her line but also to capture the essence of love and of unadulterated femininity.



The prints, all of which are her very own creations, are decadent and fashion-forward, yet maintain the integrity of functional active wear, using primarily tactel, modal, and nylon tricot. These include a fuchsia ruby print, based on her Knight&Hammer engagement ring, black diamond, gorgeous lace, her signature florals, and ripped fishnet. With love on the mind, she named her pink ruby print Hera, the Greek Goddess of Marriage. And she showed her adoration for her glam squad, naming the teal lace

after her makeup artist, Leigha, and the purple fishnet print, after her hairstylist, Zuzu. Kelly prides herself on creating unique names for each one of her pieces, using names with meaning and that invoke images of powerful women.

This collection is surely her best yet, reinforcing her signature aesthetic but offering a fresh, fashion-forward, and sophisticated take on her edgy sense of style, created for women who embrace their femininity, who celebrate love, who appreciate the precise details of well-executed design, and who thrive on expecting the unexpected.



For more information:  
[www.BodyRockSport.com](http://www.BodyRockSport.com)  
 Photography by Jayd Jackson  
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 Hair and Makeup by Zuleika Acosta  
 Lookbook Design by 11AM Design  
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