



sources
Wilson's riding high

THE Wave

S.N.O.-W.B.O.-A.R.D
CANADA

DOES YOUR MOHER

Westbeach

2013
2014



MARCUS GILVER
FIVE MOVERS

SIM

WESTBEACH
S.N.O.-W.B.O.-A.R.D
CANADA





The jet stream is shifting, and with it, whispers of El Niño from the Rockies to Riksgränsen. Not long from now, riders from North America, Europe and beyond will be collectively calling in sick for their first taste of fresh. Snowboarding takes us well beyond the mountains. Every season, the friends, travels and moments along the way are just as memorable as the deepest days.

The culture of snowboarding camaraderie is the cornerstone of Westbeach design and the roots of our Canadian heritage. Time and time again, we've raised the bar on innovative outerwear, putting gear through the paces out in the cold and wind and snow and ice, and returning to the drawing board to tinker and tweak. All to say, we've got it dialed. Our unparalleled designs elevate clever detailing, on-trend motifs, stitching, and trims, plus innovative industry-first technologies like the fast-wicking properties of Cocona with its natural active particles.

We've been obsessing over every spec, every function and every detail in outerwear design for over 30 years. Why? No matter how unkind Mother Nature is, your mind shouldn't be on your gear. Whether it's the backside of your local bump or the back 40 of an untapped range halfway around the world, your gear should be on-point, outperforming you every lap, every day of the season, so that you have the all-time moments that etch memories into your cranium.

**{ WINTER
STARTS
HERE }**

Can you feel it?



Extreme conditions resistant



Resilient, moisture-wicking, environmentally conscious outerwear providing exceptional performance against the worst of winter. Slip into something more comfortable, the all-new BC Range from Westbeach.

A first for Westbeach, the all-new BC Range is designed for the most brutal conditions on the planet — period. This is the outerwear that Westbeach team riders like Beau Bishop and Trevan Salmon trust to protect them from the elements by keeping them warm, dry and able to charge long days in the backcountry where the weather changes one minute to the next. Whether you're hiking to ravage lines of Chugach blower or dropping in on the open glacial fields of Chamonix, the BC Jacket and Bib Pant combo delivers 20K/30K waterproof-breathability so you're laughing.

Clean lines and a more athletic fit merge with extremely durable, high-performance fabrics and functionality to deliver the ultimate protection against the gnarliest weather — from rain to sleet to blizzard snowstorm. At the core of the BC Jacket and Bib Pant is Cocona, a next-generation technology that is truly breathable, completely waterproof and temperature-regulating for cutting-edge personal climate control. Bottom line: it's your companion and confidante to help fight the good fight this winter.





Black

1041 BC JACKET

Big-mountain burly, our lightest, most breathable shell delivers the straight goods: fully taped seams, YKK Aquaguard zips, articulated sleeves, helmet-compatible hood and other functional details to keep your day going. Cocona material wards off moisture on the outside and wicks it away on the inside. The ballistic BC Jacket can be coupled to any pant in the Classic line to create a next-level, unified guard from cold and precipitation. Dialed and minimalistic, the BC Jacket is a staple for shredding vertical.



Black

1040 BC BIB PANT

A remix of the classic bib, the BC Bib Pant is constructed with extra breathable, waterproof Cocona material, and is fully seam-taped on the exterior surface to deliver critical protection from the outside world. Removable bib, Inner boot gaiters, YKK Aquaguard zips, articulated knees and a perfect mate with the BC Jacket, the Bib Pant is a veritable force field for trekking on the summit or digging out booters. Any way you slice it, you'll stay dry from snow, rain and sweat.



Black

9007 COCONA SOCK

A sock with a difference, merino wool with Cocona loopback knit-in padding to offer additional protection to heel, ankle, shin and Achilles tendon helping to give you more comfort on a long days riding.



Clamato Red

1040 BC BASE LAYER PANT

Make this your first layer of protection against the elements. The BC base layer pant is created using Cocona yarn infused with activated carbon from recycled coconut shells. The results are a quick drying and breathable base layer and we've added extra comfort for you through flat locked seams to the inside leg and hem.



Clamato Red



1041 BC BASE LAYER TOP

Make this your first layer of protection against the elements. The BC base layer top is created using Cocona yarn infused with activated carbon from recycled coconut shells. The results are a quick drying and breathable base layer and we've added extra comfort for you through flat locked seams and hem.



Cocona[®]

What is Cocona?

Cocona is a new-generation technology that provides hyper-breathability and superior protection from the elements. Cocona's technical fabrics are infused with activated carbon from recycled coconut shells, which otherwise would've been used for tropical rum drinks or simply tossed out. Sound odd? Perhaps, yet the result is a material that breathes like none other, is inherently lightweight, and controls foul odours (don't worry, you won't smell like piña colada).

A superior 20K/30K waterproof-breathability rating means that Westbeach technical outerwear with Cocona could be the difference between a miserable time on the mountain and an all-time day ripping lines. Its proprietary technology blocks wind, wards off outside moisture and wicks away sweat on the inside.



Westbeach

COLLECTION

CLASSIC 10K

We all love our local hill — the place we can call our own, where we cut our teeth to bag our first pow turns and earned our first battle wounds. We know the secret stashes, the best hit runs, and we know to gun it if we really want to send it over that last park booter. Heck, we even know how to weasel the lunch lady into cutting a deal on the lunch special.

This is home. If home is where the heart is, the Classic collection is the enduring sidekick that feels as comfortable as an old friend. Over thirty years of Westbeach has made this range what it is today: timeless and trustworthy. Dedicated to the cause of outfitting riders who demand the most from their gear, the Classic Series is the true workhorse of Westbeach — as pure as it gets.

Through park laps or pow stacks, and chilly chair lift rides with old chums, the technical merits and superior performance of this collection will keep you charging from first tracks until you go home.





Inthe Navy / Apri Acid



Sinatra Blue / Poison



Clamato Red / Inthe Navy



Blue Ice



Commando



Black

1010 HARCOURT JACKET

No more shiver me timbers. With the help of a longer fit and 10K-rated waterproof fabric, the all-new Harcourt Jacket busts cold air well before it has time to ruin your day.

1016 WOOD PARKER

Sleek and understated, waterproof breathable and toaster-warm, this 3/4 length has plenty of pocket space and makes for a sartorial silhouette amongst passing storms, removable hood trim.



Blue Ice



Commando



Clamato Red



Black

1009 JACKSON JACKET

Built from the ground up for 2013-14, the Jackson presents stepped-up performance while channeling a vintage military look. It's got more pockets than a magician, and more tricks up its sleeves, too.



Sinatra Blue

1008 CHIEF SOFTSHELL

Three-dimensional mobility and waterproof warmth combine to deliver hooded happiness whether you're spraying the last days of slush or posted up on the couch.



Beer Bottle



Black



Ur in Trouble / Pargnar



Apri Acid / Black



Sinatra Blue / Beer Bottle



Cream Soda / Navy

1000/1001(INS) TOKUM JACKET

Confident and colour-blocked, the Tokum attacks lines in style.

A supple, mid-weight jacket that moves with ease, the Tokum is built for changing conditions in or out of bounds.

Bonus: the hood is helmet-compatible for days when you need it up.

ALTUS
10K/10K

CLASSIC

SEAM
SEALED
CRITICAL

POWDER
SKIRT

MUSIC
POCKET

WADDING
INSULATION



Clamato Red /
Sinatra Blue / Inthe Navy



Pargnar /
Apri Acid / Langley



Sinatra Blue /
Poison / Black



Blue Ice /
Cream Soda / Beer Bottle

1006 / 1007(INS) EAST SIDE JACKET

Blizzard to bluebird — this all-new Westbeach jacket offers a hit-it-with-your-best-shot design loaded with straightforward function and strikes of coloured paneling.



Sinatra Blue / Aprí Acid



Poison / Sinatra Blue



Langley / Aprí Acid



Clamato Red / Sinatra Blue



Black / Aprí Acid

1042/1043(INS) EGO PRINT JACKET

This winter, break down boundaries with a 10K/10K jacket that delivers maximum storm protection with details like kangaroo pockets that kick it old school and some bold logo detail on the rear.

1002/1003(INS) EGO JACKET

This winter, break down boundaries with a 10K/10K jacket that delivers maximum storm protection with details like kangaroo pockets that kick it old school.



LIMITED EDITION



Textastic

1004/1005(INS) **EGO TEXTASTIC JACKET**

Winter forecast: bright and cool. Not for the faint of heart, the active and dynamic limited-edition print on the Ego Textastic Jacket guarantees you'll stand out amongst the herd.

LIMITED EDITION



Textastic

1013 **UPPERLEVELS PANT (TEXTASTIC)**

Bold with bravado, this eye-catching pant is guaranteed to turn heads whether you're burning park laps or holding it down at après. It's limited-edition so get it while the getting's good.



Commando



Beer Bottle



Black



Sinatra Blue



Ur in Trouble



Apri Acid



Inthe Navy

1015 COCKALORUM PANT

With an articulated design to max out mobility, the Cockalorum boasts venting and versatility with plenty of room for all your junk (in the trunk or otherwise).

1014 CUT PANT

An aggressively engineered design brings a slim-cut pant for unrestricted movement and versatile riding. Day jibbing and nighttime missions never felt so good.

ALTUS
10K/10K

CLASSIC

SEAM
SEALED
100%



Poison



Black / Clamato Red / Apricot / Ur in Trouble



Blue Ice / Langley / Pargnar / Beer Bottle

1012 UPPERLEVELS PANT

As classic as meat and potatoes, the Upper Levels is a Westbeach best-seller and snowboarding mainstay for a reason: it goes as hard as you do, plain and simple.

ALTUS
10K/10K

CLASSIC

SEAM
SEALED
100%



Black



Blue Ice

1011 DAWSON BIB PANT

Let your shred loose and take on winter in unparalleled comfort with the Dawson Bib. New for 2013-14, this is our nod to the original dungaree, and an essential for hard-working riders.



Westbeach

BLUE BIRD COLLECTION

Ladies, say hello to your new alter ego: a bombshell of a collection that wears its colours bright and makes its statements bold. This winter, get into a look that's pretty, polished and a little provocative. For the shred suffragettes that are raising the bar on snowboarding's progression, the Bluebird is your ticket to ride this winter.

Westbeach brings fashion-oriented outerwear to the mountain with pieces that fit the diverse lifestyle of today's women. Smart, chic silhouettes highlight several new key pieces in the line. With exclusive patterns and prints, select textiles and a radiating flair, Bluebird is the ultimate in snowboarding bliss and show-stopping sophistication for the dames who define style with individuality. And a minimum 10K waterproof-breathability rating means you won't be let it down when you're rolling in the deep or cruising city streets.

ALTUS
10K/10K

CLASSIC

WADDING
INSULATION

SEAM
SEALED
CRITICAL

POWDER
SKIRT

MUSIC
POCKET

HELMET
FRIENDS



1024 Carmela



Spray



1007 Inthe Navy

ALTUS
10K/10K

CLASSIC

WADDING
INSULATION

SEAM
SEALED
100%

POWDER
SKIRT

MUSIC
POCKET



Betty Berry



Spray



Black

1020 Lansdowne Jacket

Clean and classy, show 'em who's boss with a go-everywhere, do-anything jacket that's built to handle everything from cold snaps to spring sessions. Bonus: the hood is helmet-compatible for days when you need it up.

1017 Kadenwood Jacket

Valiant colour palettes and chevron paneling on the outside, soft and supple fabrics on the inside. Slipping into the Kadenwood this winter might just be the very best decision you've ever made.



Betty Berry



Shallow Purple



Anti-Establishmint



Black

1022 Victoria Jacket

Charge your way to freestyle supremacy with a tailored fit to flatter your figure. Built to move freely, the Victoria feels easy like Sunday morning... the perfect companion for your next outdoor adventure.



LIMITED EDITION



Tundra plaid

1021 Victoria Jacket {plaid}

Ride with a note of distinction in a decidedly debonaire jacket that combines the best of the Victoria with an on-trend plaid fabric that wards off sleet as easily as flurries.

ALTUS
10K/10K

SLIM

SEAM
SEALED
100%



Carmela



Sinatra Blue



Spray



Black

1026 Le Roi Pant

Sleek and chic to put a little strut in your step, city luxe meets tech savvy in the new Le Roi Pant. A slim fit with articulated seams let you shake what your mama gave you... this is the little black dress of snowboarding.

SS
SOFT
SHELL



Sinatra Blue



Spray



Black

1023 1st Avenue Softshell

Designed to take on everything from first frosts to spring sessions, this clean and classy full-zip soft shell jumps into action with unlimited movement for any condition on the mountain with anything in your closet.

ALTUS
10K/10K

CLASSIC

WADDING
INSULATION

SEAM
SEALED
CRITICAL

POWDER
SKIRT

MUSIC
POCKET



Anti-Establishmint / Ur in Trouble / Blue Ice

1018 Crabapple Jacket

For mornings of foggy windshields and days of deep drifts, ride restriction-free in this bomber-fit coat that blends lightweight warmth with a sporty colour-blocked vibe.



Betty Berry / Spray / Langley



Shallow Purple / Carmela / Inthe Navy

LIMITED EDITION



Planet Print / Anti-Establishmint / Inthe Navy

- ALTUS 10K/10K
- CLASSIC
- WADDING INSULATION
- SEAM SEALED CRITICAL
- POWDER SKIRT
- MUSIC POCKET

LIMITED EDITION



Planet Print

- ALTUS 10K/10K
- CLASSIC
- SEAM SEALED 100%
- WADDING INSULATION

1019 Crabapple Jacket {planet print}

Break hearts and take names in the Crabapple's twin sister with the twist of a premium print. Pop out above the crowd while staying safe from soak in a high-caliber jacket for progressive riders.

1025 Rendezvous Pant {Planet Print}

The perennial Westbeach favorite is back again to dominate Old Man Winter but with a twist of premium print. With fit and form for snow and street, plus cargo pockets for all the necessities, these pants offer the best bang for your buck.

ALTUS
10K/10K

CLASSIC

SEAM
SEALED
100%

WADDING
INSULATION



Langley

1024 Rendezvous Pant

The perennial Westbeach favourite is back again to dominate Old Man Winter. With fit and form for snow and street, plus cargo pockets for all the necessities, these pants offer the best bang for your buck.



Ur in Trouble / Blue Ice / Black



Anti-Establishmint / Betty Berry / Inthe Navy / Shallow Purple



Yaletown

COLLECTION

From the summits of the Coastal Range to the rugged shores of the Pacific Coast, street fashion meets alpine couture with Yaletown. This collection is an exquisite execution that fuses progressive design elements with superior snow apparel to reflect the lifestyle and passion of those immersed in the snowboarding culture.

Sleek cosmopolitan aesthetics mix with heritage work wear and hits of vintage. Highly tuned for shredding cityscapes but equally competent in the woods, every piece in the collection blends perfect form with technical function to deliver a clean, tailored finish with unrestricted movement and comfort. Call it limited, call it core, call it what you will — you won't see Yaletown saturated on the mountain or in town.

This is the restricted and refined range of Westbeach for the discerning rider.





Ruby Plaid

Commando



1027 GARAGE JACKET

As timeless as the flannel in dad's closet with a classic woodland style, the Garage Jacket brings a utilitarian approach to modern tech that lays a thermal beat-down to any deep freeze.



Ruby Plaid

Black



1028 FINDLAY DUFFLE

An iconic style that never gets old, the Findlay Duffle epitomizes the Westbeach principles of utility, strength and durability, with its enduring design and functional features.

ALTUS
10K/10K

SLIM

SEAM
SEALED
100%



Indigo Denim

1033 ARMSTRONG PANT

If you dream of denim but have nightmares of soppy waterlog, the Armstrong might be your new favourite jeans. Technical 10K waterproof fabric and authentic contrast thread stitching means you'll be oozing style with none of the soak.

ALTUS
10K/10K

WADDING
INSULATION

MP3
POCKET



Commando

Ruby Tuesday

Gunmetal

1029 WALDEN VEST

The compressible, quilted fill of our Walden Vest thaws winter chills away like a stove. This premium puff has an unhampered fit with a contrasting yoke detail for a standout and stay-put look and feel.

ALTUS
10K/10K

CLASSIC

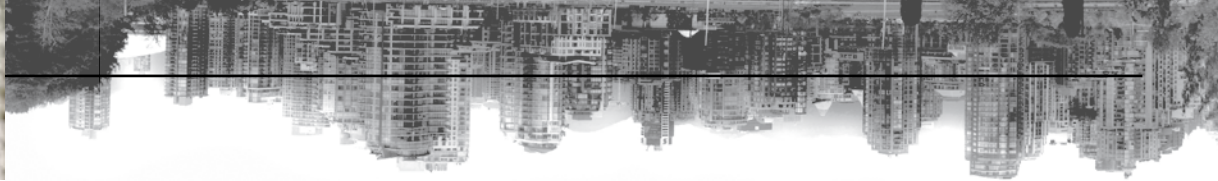
SEAM
SEALED
CRITICAL

MUSIC
POCKET

CUSTOM
LINING



Printed knitted texture lining



Commando



Ruby Tuesday



Inthe Navy



Ruby Plaid



Gunmetal

1030 BULLER OVERHEAD

A throwback from the early days of snowboarding, the distinctive anorak half-zip makes its triumphant return with technical materials for hikes in the backcountry and hangouts in the lodge.

1031 WELTON JACKET

From tall mountain timber to busy city streets, the Welton serves a double helping of toasted warmth for any kind of cruelty Mother Nature throws your way.

ALTUS
10K/10K

CLASSIC

SEAM
SEALED
CRITICAL

MUSIC
POCKET

POWDER
SKIRT

CUSTOM
LINING

ALTUS
10K/10K

CLASSIC

SEAM
SEALED
100%



Commando



Inthe Navy

Pargnar

1032 CRAPENTER PANT

Paying homage to the original carpenter pant, this is the workhorse of the Westbeach lineup. Durable canvas and a loose fit stand up to backcountry abuse and urban assaults.



DOUBLENAUT FOR WESTBEACH

Westbeach presents an artist collaboration by Doublenaut, the Canadian design duo fronted by twin brothers Matt and Andrew McCracken. Doublenaut has steadily built an aesthetic noted for its striking use of strong, innovative colour pairings and understated, retro-hinted illustration. Drawing inspiration from Westbeach's deep-rooted heritage in Canadian snowboarding, Doublenaut has created an exclusive print that visualizes the diverse landscapes, animals and environments of Canada's great wilderness.



Exclusive Print Lining

- ALTUS 10K/10K
- POWDER SKIRT
- BOMBER
- MUSIC POCKET
- WADDING INSULATION
- CUSTOM LINING
- SEAM SEALED CRITICAL



Commando



Black

1034 Cambie Puffer (mens)

With ice-defying insulation, this vented puffer is a force field of weatherproof warmth to conquer days when the mercury level drops off the thermometer.

- ALTUS 10K/10K
- POWDER SKIRT
- BOMBER
- MUSIC POCKET
- WADDING INSULATION
- CUSTOM LINING
- SEAM SEALED CRITICAL



Indigo Chambray



Black

1039 Bayshore Puffer {ladies}

For early mornings on the chair or a night on the town with the girls, the Bayshore is the warmest jacket we make. Horizontal baffles crank the heat without looking like a marshmallow.

4030
Whale Crew
(mens)

Gray Marl



4028
Wolf T-shirt
(mens)

Black



4029
Bear T-shirt
(mens)

Gray Marl



4031
Owl T-shirt
{ladies}

White



4032
Deer T-shirt
{ladies}

Gray Marl

ALTUS
10K/10K

TALL

WADDING
INSULATION

SEAM
SEALED
CRITICAL

POWDER
SKIRT

MUSIC
POCKET

CUSTOM
LINING



Printed knitted texture lining



ALTUS
10K/10K

TALL

WADDING
INSULATION

SEAM
SEALED
CRITICAL

POWDER
SKIRT

MUSIC
POCKET



Ruby Tuesday



Gunmetal



Inthe Navy



Ruby Plaid



Black

1036 Magee Jacket

Sleekly cut, the Magee is a striking execution of fashion merged with function with nods to the sophisticated air of the pea coat. Flexible 10K-waterproof fabric means unimpeded mobility and killer performance.

1035 Beatty Duffle

The steadfast duffle coat gets an ultra-luxe Westbeach remix. With a boiled wool look, the Beatty pumps up the heat while the fur-trimmed hood locks it in — all tailored to perfection with a flattering fit. Removable fur hood trim.



Ruby Plaid



Gunmetal



Ruby Tuesday



Indigo Denim

1038 Venables Vest

When cool weather hits, amp up your outerwear with the iconic and utilitarian-chic Venables. As handy uptown strolling as it is high-altitude touring, the vest is sure to become an essential.

1037 Appledale Pant

Make a statement on the slopes with the flattering Appledale. Cut slim through the hip and thigh with a straight, narrow leg, the Appledale is as comfy as your favourite pair of 5-pocket jeans with added benefit of being totally waterproof. Try 'em on... you'll never want to take 'em off.

streetwear





Ocean Blue



Clamato Red



Grey Marl



Black

4017 corpo overhead hoody

4014 corpo zip thru hoody



Ocean Blue



Grey Marl

4021 artist t-shirt



Clamato Red



Beer Bottle

4018 corpo t-shirt



Ocean Blue



Black

4015 wb applique zip trhu



Black



Clamato

4016 spotlight surfer crew



White

4019 textastic t-shirt



Beer Bottle

4022 spotlight surfer t-shirt



Clamato



Grey Marl

4020 archive t-shirt



White



Clamato Red

Black

4023 corpo zip trhu



Grey Marl



White

4026 archive t-shirt {long fit}



Grey Marl

4024 wb applique crew



Clamato Red

4025 spotlight surfer crew



Ocean Blue

4027 artist t-shirt {classic fit}

ACCESSORIES



9004 Back Pack

All rounder, plenty of space, drinks carrier, suspended compartment for computer, city slicker or BC tramper.



9001 Board Sleeve

Day stealth for board boots and bindings, keep it tidy in the truck.



White

9011 Westbeach Sock

What discerning feet have been looking for from Westbeach. Extra underfoot cushioning for warmth and comfort, smooth seam free construction to prevent rubbing. Toasty toes and banged out style.



Rainbow Herringbone



Black



Sinatra Blue

9013
**Gauntlet
Glove**



Part of Classic 10K
collection



Pargnar



9012
**Rigger
Glove**

Part of YaleTown
collection



Ruby Plaid



Black Chambray



Clamato Red

9017 Band Hat



Black

9014 Corpo Hat



Clamato Red

9015 Ribber Hat



Beer Bottle



Langley

9016 City Suit Hat

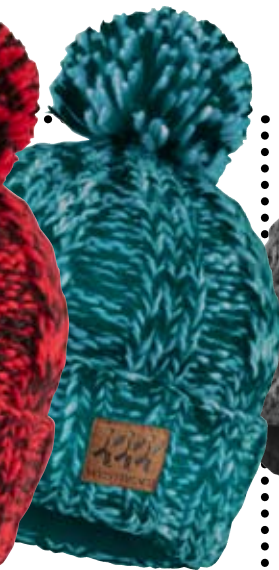


Clamato Red



Clamato Red

9019 Bobbles Hat



Sinatra Blue



Black



Inthe Navy



Commando

9018 Stripes Hat



Blue Ice

SYMBOLKEY



20,000mm waterproofing/30,000gm breathability
The pinnacle of outerwear performance, the Westbeach BC Range is our highest rated Cocona fabric technology. Its waterproof-breathable properties shed precipitation on the outside, wick moisture away on the inside and keep the elements sealed out so that your days on the mountain are nothing short of ultimate bliss.



10,000mm Water proofing / 10,000gm Breathability
Durable performance made to last long after you are washed up. With a performance rating of 10,000mm / 10,000gm, our ALTUS fabrics have got what it takes from the city to the hill.



6,000mm Water proofing / 6,000gm Breathability
Outstanding performance with a 6,000mm / 6,000gm waterproof and breathability rating. Our soft-shell has full DWR coating for a dry ride, time after time.



Fully seam sealed garments have literally every seam waterproof taped to ensure than not a drop of water or a gust of wind get through the needle perforations of the seams or embroidery.
All pants and all Summit and Elevation jackets are fully seam sealed.



Critically seam sealed garments feature sealing in the most essential areas, allowing us to create garments suited to varying price-points without sacrificing performance standards. Critical seams include the hood, neck circumference, shoulders, armholes, and any upper chest design lines.



Get cosy and toasty but never cold.



Keep the beat close at hand in our breast-located music pocket. Adjust volume, attitude, or amplitude; the soundtrack to your day is at your fingertips.



Surprises lie instore....
we love our printed linings!



Goggle wipe in thumb.

FITKEY



The Gold Standard fit which has stood the test of time. Roomy and practical, just how we like it and how you need it.



Longer length jackets for maxing style points



Drops into the pipe between Tall and Classic, easy.



Room for a party and then some more.



Narrower pant fit to give that tailored look.



Helmet compatible hood.



Styles featuring powder skirt.



