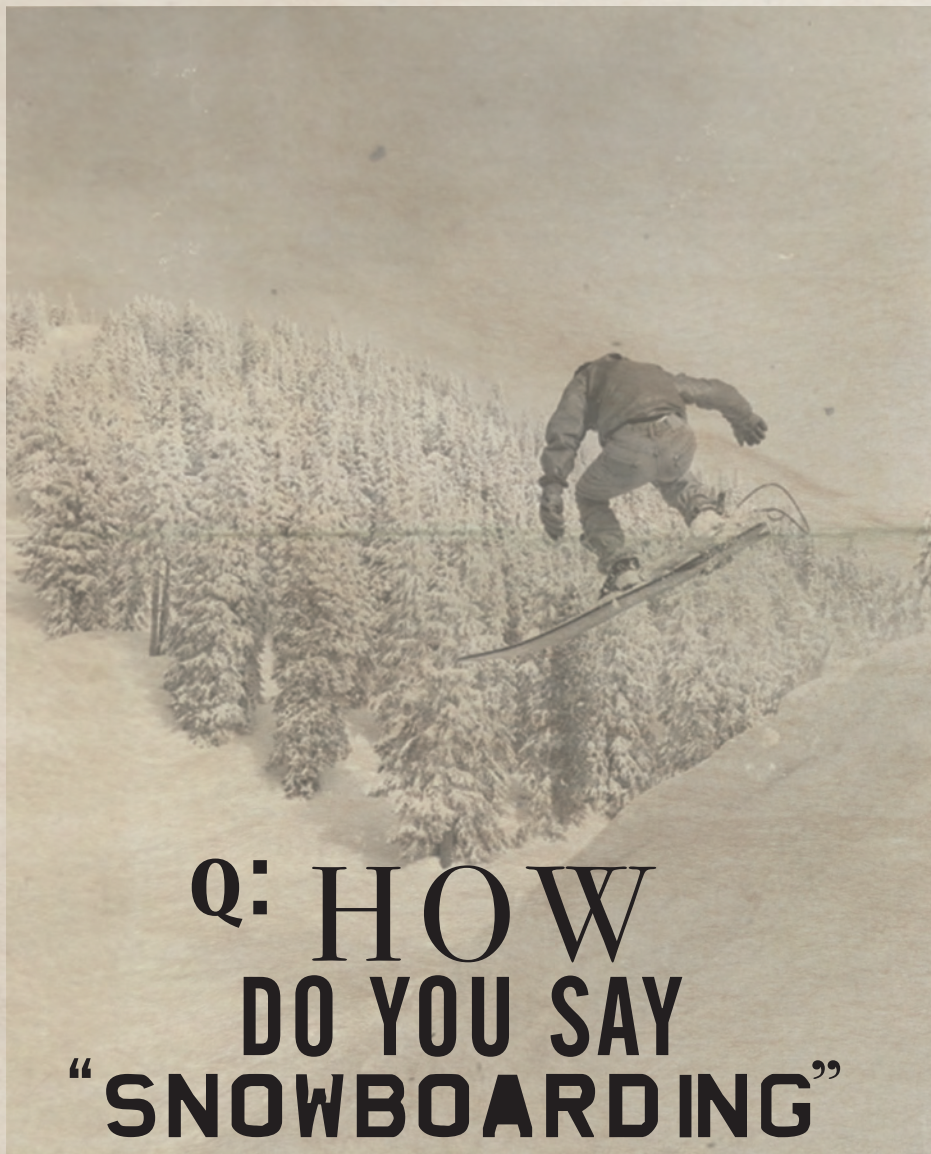




# Westbeach

— 2012 / 2013 —  
WINTER STYLE GUIDE





**Q: HOW  
DO YOU SAY  
“SNOWBOARDING”  
IN CANADIAN?**

**A: Westbeach**

**Westbeach**

*Since its earliest unpolished days, snowboarding, like any other growing entity, has developed and changed and evolved over time. It's long been championed as an open playground of expression—not constrained by any measures of conformity. And along the often bumpy ride—since snowboarding was as outlaw as the Wild West—there's been one faithful companion riding shotgun: Westbeach.*

*When snowboarding was just a young punk, we were there. When it went through its shameful neon days, we were there. When resorts begrudgingly allowed it, we were there. Evolution of parks and pipes—check. Movement to the backcountry—check. Mainstream status, mega superstardom, Olympics—check, check, check. We were there. Not only were we creating trendsetting threads for our riders, we were nurturing the entire scene from the ground up with events like the legendary Westbeach Classic. Epic times that came to define an era.*

*But we're looking to the future and we're just getting started. Just as riders from around the world ply their unbridled talent to push their craft, we're still proudly putting our Canadian stamp on snowboarding's permanent record, in the process creating a lifestyle to be built upon for generations to come. The mountains of British Columbia are our backyard, it's here we throw grassroots events like the Westbeach Chinese Downhill to stoke our neighbours. We're still in tune with who we are: original pioneers.*

*There aren't many brands that have been around as long as we've been doing our thing. But our philosophy has never changed. Plain and simple: Westbeach products are 100% made for snowboarding. Every nuance of every technical feature and design element is focused on the sole purpose of making a day of snowboarding with friends that much more enjoyable.*

# 20K

ACCESSIBILITY / CONVENIENCE / COMFORT

## CLASSIC 20K COLLECTION

*Like method airs, gritty rock and a fresh haircut, life's finer things just never go out of style. The pinnacle in snowboard garment craftsmanship, the Classic collection is the key to staying dry, warm and stoked while looking sharp and sophisticated. Luxe fabrics and unexpected looks meet an efficient and functional approach to snowboard clothing.*

*The result, as we're sure you'll agree, flips the script on what makes the ultimate jacket-and-pant interface combination. Designed for accessibility, convenience and comfort in any condition, blower deep to icy crud, blizzard to bluebird, and all forecasts in between. Classic 20 is the go-anywhere, do-anything, most versatile outerwear loaded with nice-to-haves like herringbone and high-performance twill to keep you on your game by providing all of the necessities to ride.*

  
Westbeach





Lining



1038 Mallard



1015 Fatigues



1061 Heli Red - 1001 Black

## 6106 HORIZON JACKET

*Inlaid pockets and articulated sleeves.  
Cold-busting jacket-to-pant connection. Wind-dampening seals.  
Backpack compatibility. Yes, the future of outerwear is now.*

## 6102 STOKER JACKET

*Out of sight, out of mind—this pack-away liner packs a serious punch  
on and off the mountain. Double it up with the interactive  
Horizon and Harmony jackets for the ultimate toasty combination.*

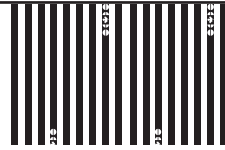
EL  
ELEVATION

SEAM  
SEALED  
100%

MUSIC  
POCKET

CUSTOM  
LINING

CLASSIC



Lining

EL  
ELEVATION

SEAM  
SEALED  
100%

CUSTOM  
LINING

CLASSIC



1015 Fatigues



1038 Mallard



1061 Heli Red



1015 Fatigues



1001 Black



1074 Kalahari

## 6101 HARMONY JACKET

*Performance-driven without any compromises, the Horizon Pant is man's best friend to keep things hard chargin' when the going gets deep.*

## 6105 HORIZON PANT

*Keys, gloves, wallet, snack—stash the essentials in the double cargo pockets of the straightest-shooting, hardest-working pant on the mountain.*



SUPERIOR PERFORMANCE

## CLASSIC 10K COLLECTION

*If it ain't broke, don't fix it. That old chestnut couldn't ring any truer for the Classic collection that has built Westbeach's reputation of exceptional performance since day one. For die-hard, never-miss-a-day shredders, there is one common denominator: good times. And the Classic Series is as pure as it gets. Dedicated to the cause of outfitting riders who demand the most from their gear, the Classic Series is the meat and potatoes of Westbeach -no ifs, ands or buts. Through park laps or pow stacks, the technical merits and superior performance of this collection will keep the stoke going as long as you can.*

  
Westbeach

CLASSIC  
10K



1012 Ur in Trouble



1069 Peanut Noir



1061 Heli Red



1034 Poison

## 6110 TOKUM JACKET

*Classic style meets unmatched performance in a jacket that synchronizes seamlessly with pants to create the ultimate exterior stoppage with interior comfort.*

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

B/MUSIC  
POCKET

CLASSIC



1008 Teak



1012 Ur in Trouble



1001 Black



1014 Park Beers

## 6112 / 6111(ins) EGO JACKET

*Full insulation or waterproof shell, knock Old Man Winter down a few notches with a hoody-inspired jacket that lets you be in control to fight cold's ego with attitude of your own.*





1082 Sinatra Blue



1034 Poison



1074 Kalahari



1008 Teak



1002 Concrete

## 6113 / 6114 (ins) MAVERICK JACKET

*Discover what protection really means with a jacket that never gives up, never backs down—no matter how cruel and vicious the wild weather gets out there.*

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

MUSIC  
POCKET

TALL

SS  
SOFT  
SHELL



1061 Heli Red



1015 Fatigues



1075 Night Rider



1061 Heli Red



1075 Night Rider

## 6115 WIZARD JACKET

*Neat and tidy with a longer, tailored look that's smooth in style and rigorous in all-out performance.*

## 6119 CHIEF SOFTSHELL

*Springtime slush on park laps calls for a hooded style that repels moisture and boosts comfort to keep the sessions rolling as the days get longer.*

**BC**  
BASE  
CAMP

SEAM  
SEALED  
100%

LOOSE  
GOOSE



1104 Soldier Camo

## 6120 **LEGION JACKET**

*Out of the battlefield, onto the mountain, classic Westbeach gets a limited-edition commando design to create a winter weapon that guards against the onslaught of cold.*



## 6316 **AIRFIX SOLDIER**

1010 White



## 6317 **SNOW SOLDIER**

1010 White

BC  
BASE  
CAMP

SEAM  
SEALED  
100%

CLASSIC  
PANT



1104 Soldier Camo

## 6116 UPPER LEVEL PANT

*A Westbeach mainstay and bestseller in the lineup, the Upper Levels pant is back again doing what it does best—keeping cold out and pumping heat in.*



1061 Heli Red / 1082 Sinatra Blue / 1014 Park Beers / 1034 Poison / 1065 Merlot / 1001 Black



1012 Ur in Trouble / 1008 Teak / 1076 Orange Crush / 1002 Concrete / 1075 Night Rider



1023 Espresso



1015 Fatigues



1001 Black



1077 Treesa Green



1001 Black



1006 Kalahari



1069 Peanut Noir



1076 Orange Crush

## 6117 COCKALORUM PANT

*Function-first design with innovative cuts and articulated knees that effectively maximize mobility in the legs to keep 'em hiking and riding and stomping.*

## 6118 CUT PANT

*Jib-ready taper that's clean and streamlined with a slimmed-down, longer cut for an efficient fit that looks as sharp as it functions on snow or in the street.*



CANADIAN ELEMENTS

## SUB 79

*As Canadian as hockey and Tim Horton's, Sub-79 pays homage to the finer points of our rich legacy born amongst the tall timbers and rugged ramparts of British Columbia's West Coast. The Sub-79 series was born with the notion that forward aesthetics should be completely functional as well. Combining rideable fabrics with purposeful styling, Sub-79 outerwear matches the rawness of the past with the demands of today to deliver head-turning outerwear as comfortable in the trenches of the city as it is on the stashes of the mountain. Elements of Candaiana mix with heritage fabrics of corduroy, tweed and denim to produce a tough-as-heck look that strikes the perfect balance of fashion and function, street and city, snowboarding and awesome.*



BC

BASE CAMP

SEAM SEALED  
CRITICAL

MUSIC  
POCKET

CUSTOM  
LINING

CLASSIC



*Lining*



*1038 Mallard*



*1015 Fatigues*



*1008 Teak Tweed*



*1004 Gunmetal Tweed*

## 6131 HWY 99

*A collaboration of alpine styling and true-grit originality make a workhorse of a jacket that amps up the heat and leaves behind the freeze.*

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

100%  
DOWN

CUSTOM  
LINING

CLASSIC



Lining

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

MUSIC  
POCKET

CLASSIC



1062 Tobasco



1001 Black



1001 Black



1038 Mallard

## 6130 **CAMBIE**

*Like the infamous Vancouver watering hole of the same name, the Cambie is all about good times and warm vibes. 100% down equals oven-warmth cheers on the chairlift or the summit.*

## 6133 **GARAGE JACKET**

*Layer things up with the burly chop of a lumberjack in a woosy style that mixes canvas with woven check and corduroy panels. Beard suggested but not required.*



BC

BASE CAMP

SEAM SEALED CRITICAL

MUSIC POCKET

CUSTOM FINISHING

BOMBER



Lining



1015 Fatigues



1004 Gun Metal Tweed



1008 Teak Tweed

## 6132 KINGSGATE JACKET

*One part dapper, one part destroyer—sub-zero mercury gets a thermal ass kicking in a jacket that keeps the style moving from the park to the after party.*



**BEN  
FREY**  
FOR  
**WESTBEACH**

10,000 mm waterproofing  
10,000 mg breathability

X **BEN FREY**



Lining

**LIMITED  
EDITION**



1001 Black

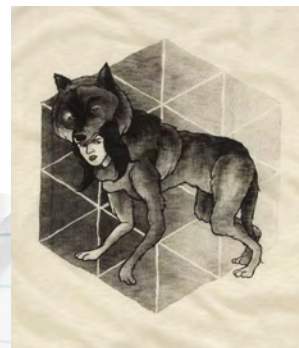
**6138 BEN FREY JACKET**

Part of the Westbeach Artist Series, Vancouver's Ben Frey talks insight: "Inspired by the West Coast of Canada, the ideas came from sketches I'd done in and around Vancouver. Some by situations in the Downtown Eastside, some would be just hanging on the beach, and some from being out in the wilderness."



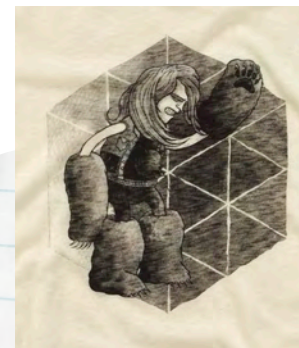
**6320 woodsman**

1021 Cloud Marl



**6321 wolfwoman**

1021 Cloud Marl



**6322 hesh**

1021 Cloud Marl



**6323 owl**

1021 Cloud Marl



1015 Fatigues



1001 Black



1062 Tobasco

LIMITED EDITION



1444 Teak  
Dirty Denim Print



1333 Black  
Dirty Denim Print

## 6134 KEEFER VEST

*When temps drop, grab winter by the balls. Throw on an extra layer of core warmth with a down wadding vest that looks as tough as it works. And it works like a beast.*

## 6126 LONGHORN PANTS

*From out-of bounds cliff bombs to après Jager bombs, suit up to get down with a pant that's prepped for whatever abuse is thrown its way.*





1004 Gun Metal Tweed

## 6135 GNARHARTT PANTS

*This rock-solid pant is made for hardworking sessions and now updated with dapper wool tweed fabric for more powder-blasting warmth.*



1038 Mallard



1062 Tobasco



1001 Black



1015 Fatigues



1008 Teak Tweed

F E M M E   S H R E D S

## BLUEBIRD COLLECTION

BY



 **Westbeach**



*There's no questions femme shreds have been taking charge and one-upping the sport to no end. The Westbeach Bluebird collection is designed for the ladies up on the first chair, down as the light fades, maxing out the riding experience by hitting the hill with frequency day in and day out. 'Cold' may be relative, but the comfort of warmth is universally appreciated. With premium fabrics, fashionable cuts and plush patterns, the Bluebird series is designed for snowboarding's hardest ripping girls by keeping the fire stoked on the inside to keep the shred stoked on the outside.*

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

BUSIC  
POCKET

CLASSIC



1001 Black

## 6201 Wishbone Jacket

*For the leading lady who scopes zones and sets bootpack, a jacket chock-full of technical merits to give you peace of mind so you can focus on the goods.*



1014 Park Beers



1052 Perry Dinkle



1061 Heli Red

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

POCKET

CLASSIC



1077 Treesa Green



1001 Black



1065 Merlot



1052 Perry Dinkle

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

BOMBER



1008 Teak



1069 Peanut Noir



1017 Cream Soda

## 6202 Seymour Jacket

*Weather-fighting components and a stunning profile form the ultimate riding companion from park to powder to patio.*

## 6203 Crabapple Jacket

*The perfect marriage of sass and tech means this bomber fits the dress code of daytime charging as much as evening shenanigans with the ladies.*



1065 Merlot



1001 Black



1075 Night Rider



LIMITED EDITION



1102 Quilt Print

## 6200 Kadenwood Jacket

High-level technical fabrics and chevron paneling shouts standout style for the rider who demands the most from their outerwear each and every run.

## 6204 Quilt Jacket

Not your grandma's patchwork, this bomber takes inspirational cues from vintage quilts to transform kitsch into a limited-edition head-turning number on and off the mountain.





1075 Night Rider



1012 Ur in Trouble



1079 Anti-establish Mint



1076 Orange Crush



1001 Black

## 6213 Cittas Softshell

*From early dust to late slush, this softshell shows off performance whether it's layered during cold snaps or rocked out for sunny laps.*



## 6206 Kamtow Pant

*Like your favourite pair of skinny jeans, this slim-cut pant is all leg and zero loose cannon. Keep things tight at street jibs or happy hours with this style powerhouse.*

**BC**  
BASE  
CAMP

## 6207 Quilt Pant

*As easy patrolling the mountain as it is strolling the streets, slip into your new favourite pair of pants with a limited-edition look that's dressed to impress.*

SEAM  
SEALED  
100%

CLASSIC



1102 Quilt Print



1061 Heli Red



1012 Ur in Trouble



1014 Park Beers



1077 Treesa Gren



1075 Night Rider



1069 Peanut Noir



1065 Merlot



1008 Teak



1001 Black



1056 Mexicalli Rosas



1017 Cream Soda



1052 Perry Dinkle



1034 Poison

**BC**  
BASE  
CAMP

## 6205 Rendezvous Pant

*With room to roam free, articulated knees, and cargo pockets to stow tonight's going-out kit, this no-fuss pant is indeed the little black dress of snowboarding.*

SEAM  
SEALED  
100%

CLASSIC

F E M A L E R I D E R

# PEAK TO CHIC

*While women are making progression a first priority these days, let's face it, looking good comes in at a close second.*

*Peak to Chic blends downtown style with mountain soul to bring fashion-driven outerwear to the next level. With pieces that fit the diverse lifestyle of today's female rider, the collection blissfully pairs street style with fully rideable features.*

*Refreshing silhouettes, street-tailored fits and head-turning fabrics of denim, corduroy and herringbone give a uniquely feminine look and feel. Not your typical pink-it-and-shrink-it approach, we've taken the best of city luxe and combined it with the technical performance to make days spent on the hill that much happier.*

  
Westbeach

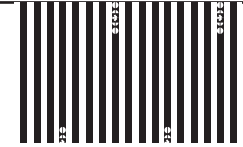


**BC**BASE  
CAMPSEAM  
SEALED  
CRITICALMUSIC  
POCKET

TALL

*Rainbow Herringbone**1093 Indigo Chambray**1092 Rainbow Herringbone**1094 Black Chambray***BC**BASE  
CAMPSEAM  
SEALED  
CRITICALMUSIC  
POCKETCUSTOM  
LINING

TALL

*Lining**1006 Sahara**1001 Black**1038 Mallard*

## 6210 Caprice Jacket

*Giddy up! Western style never looked so hot. A Westbeach team-rider favourite adds an update of denim-look chambray and corduroy as well as rainbow herringbone.*

## 6211 Beatty Jacket

*Smart and savvy, plush and lush is the name of the game with this classic duffle-inspired jacket that's sure to impress day or night.*

BC  
BASE  
CAMP

SEAM  
SEALED  
CRITICAL

POCKET

BOMBER



Rainbow Herringbone



1092 Rainbow Herringbone



1038 Mallard



1053 Shallow Purple

## 6212 Cardero Jacket

School's out forever with this collegiate-style bomber that will teach a thing or two on style and gets straight As on keeping cold out of the park classroom.

BC  
BASE  
CAMP

POCKET

100%  
DOWN



1093 Indigo Chambray



1092 Rainbow Herringbone



1094 Black Chambray

## 6217 Haro Vest

The Haro comes to the rescue on days when the weather just can't make up its mind and you need just a little extra toast of down-wadding love without a jacket upgrade.

BC  
BASE  
CAMP

SEAM  
SEALED  
100%

SLIM



1094 Black Chambray



1093 Indigo Chambray

## 6219 Commodore Pant

A standout pant that has all the bells and whistles you need on-slope and a sleek, chambray denim-fabric jean look that works gorgeously in the street.

# M E N S S T R E E T W E A R



1018 Grey Marl

1010 White

1073 Royal Blue

## 6310 I Snow WB Tee



1018 Grey Marl

1073 Royal Blue

1061 Heli Red

**6314 No Yank Tee**



1018 Grey Marl

1012 Ur in Trouble

1010 White

**6313 Forest Bear Tee**



1073 Royal Blue

1012 Ur in Trouble

1018 Grey Marl

**6311 Flag Dot Blocks Tee**



1012 Ur in Trouble

1077 Treesa Green

1001 Black

**5152 Batter Up Tee**



1012 Ur in Trouble

1010 White

1001 Black

**4168 Corpo Tee**



1061 Heli Red

1012 Ur in Trouble

1018 Grey Marl

**6315 99 Problems Tee**



1077 Treesa Green

1018 Grey Marl

1061 Heli Red

**5150 99 Wav BC Tee**



1010 White

1061 Heli Red

1077 Treesa Green

**6312 Flag Dot Blocks Tee**





1073 Royal Blue

1018 Grey Marl

1061 Heli Red

**6308 99 Problems Crew**



1061 Heli Red

1073 Royal Blue

1018 Grey Marl

**6307 No Yank Hoody**



1075 Night Rider

1061 Heli Red

1077 Treesa Green

**6318 WAV BC Crew**



1001 Black

1018 Grey Marl

1061 Heli Red

**6309 Forest Bear Crew**



1077 Treesa Green

1018 Grey Marl

1001 Black

**6305 WAV BC Hoody**



1001 Black



1061 Heli Red



Red / Black 1020



1061 Heli Red

1001 Black

1075 Night Rider

**6306 Batter Up Hoody**

**6301 Union Hoody**



1061 Heli Red



1075 Night Rider



1077 Treesa Green

061 Heli Red

1001 Black

### 6303 79BC Zip Hoody



1018 Grey Marl

### 6302 Corpo Zip Hoody



1073 Royal Blue

1077 Treesa Green

1018 Grey Marl

### 6304 I Snow WB Zip Hoody

# LADIES STREET WEAR



1018 Grey Marl

1012 Ur in Trouble

1061 Heli Red

## 5252 Batter up Tee



1001 Black



1061 Heli Red

### 5264 Batter Up Hoody



1077 Treesa Green



1061 Heli Red

### 6319 Corpo Hoody



1061 Heli Red



1010 White



1018 Grey Marl

### 5257 Corpo Tee



1073 Royal Blue



1001 Black



1077 Treesa Green

### 5250 WAV BC Tee

# ACCESORIES



1061 Heli Red

## 9009 Socks

*What discerning feet have been looking for from Westbeach.  
Toasty toes and banged out style.*



## 9001 Board Sleeve

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



## 9002 Tour Bag

*Longer trips demand more space,  
so here it is. With wheels and handles  
to help life float on.*



## 9004 Back Pack

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



## 9003 Checkin Bag

*Boldly go. With enterprising capacity  
to help you live long and prosper.*

# SYMBOLKEY



20,000mm Water proofing / 20,000gm Breathability  
Our highest rated fabric technology. Any day, anytime, anyplace you will be outside, Elevation fabrics will have you covered, until you are ready to go home. No if, ands, or buts. True fact.



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 Basecamp 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 softshell 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.



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.



100% down wadding



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

# 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 compliment tall jackets or give that tailored look.



**STRONG  
HEARTS  
FOOLISH  
MINDS  
SINCE  
79 B.C.**



**1988 WESTBEACH CLASSIC KOKARIE SNOWBOARD CANADA JAM TOUR**  
\$15,000 BIG AIR - WRPS  
INVITE LIST

MTN	NOR
International	USA
Daniel Franck	SUI
Paul Line	USA
Fabien Koeber	AUT
Domin Laine	FRA
Mark Profferser	USA
Nicolas Cruz	FIN
JP Weber	NOR
Tom Miami	USA
Tom Hansen	SWE

Continued - top 5 in  
1st - top 10 in world  
2nd - top 10 in  
3rd - top 10 in

Waiting list - Chris's request

**WESTBEACH PRO TEAM 05**

**Pro Team:**  
 Danny Wheeler  
 Marc Andie Tante  
 Jon Cartwright  
 Dave Short

