



BEN FREY
 FOR
WESTBEACH

INSPIRED BY THE MOUNTAINS AND STREETS OF HIS NATIVE VANCOUVER, BEN FREY WAS AN OBVIOUS CHOICE FOR THIS YEAR'S WESTBEACH ARTIST COLLABORATION.

Having garnered widespread acclaim from the likes of VICE and Discorder, you'll find Bens incredible work adorning gallery walls, kids books, skateboard wheels and gig posters alike.

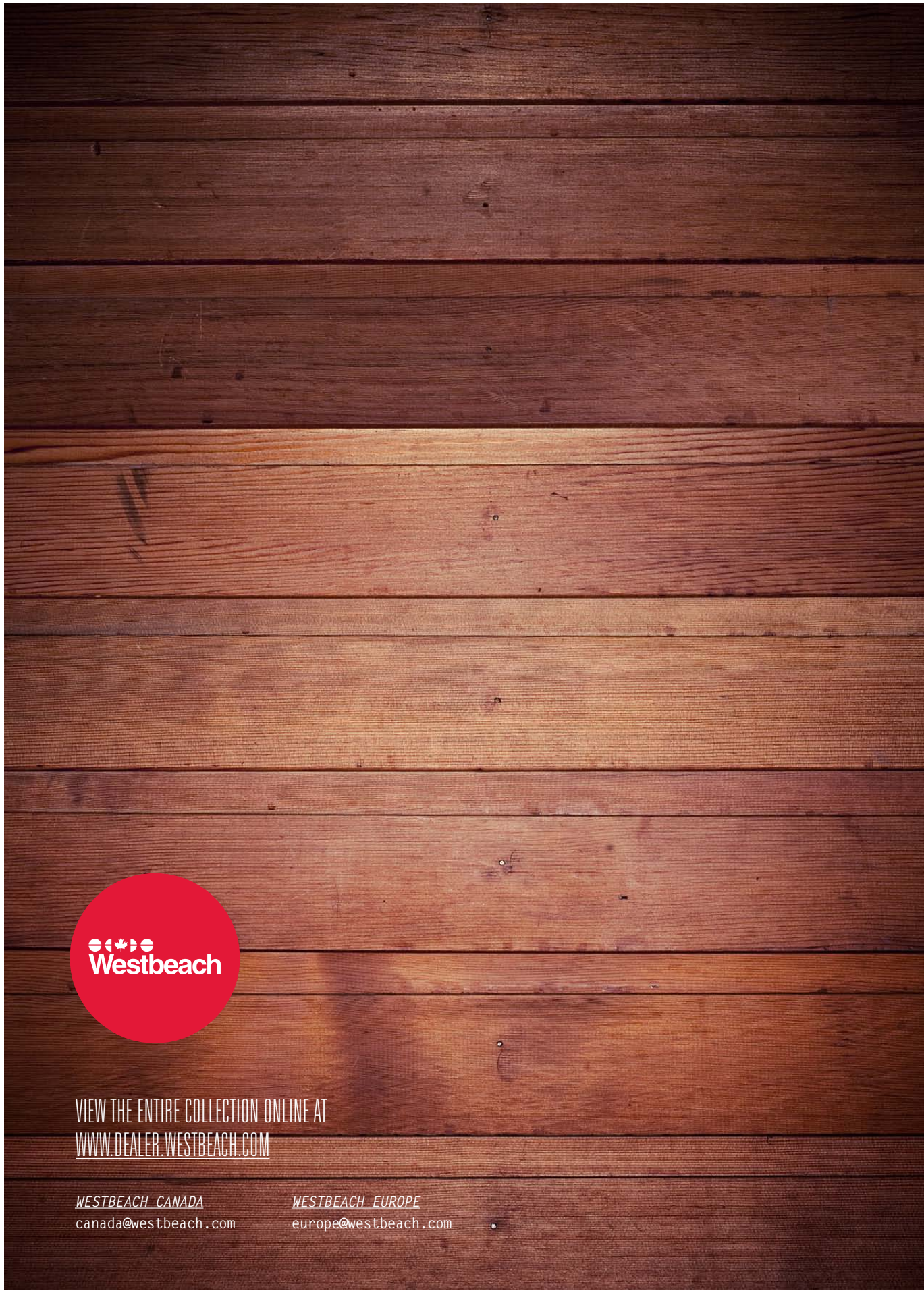
"Going into this project I wanted to interpret the region in my own asinine way. Each piece was conceptualized differently. There were a few that were inspired by a line from a song that I translated into a west coast theme, others were just visual parodies. Like the fighting mountains. With all the mountains that hang over the city like citadels. I thought how hilarious it would be if they had beef with each other and got into a scrap."

BEN FREY

5122: KINGSGATE JKT
 001: Black

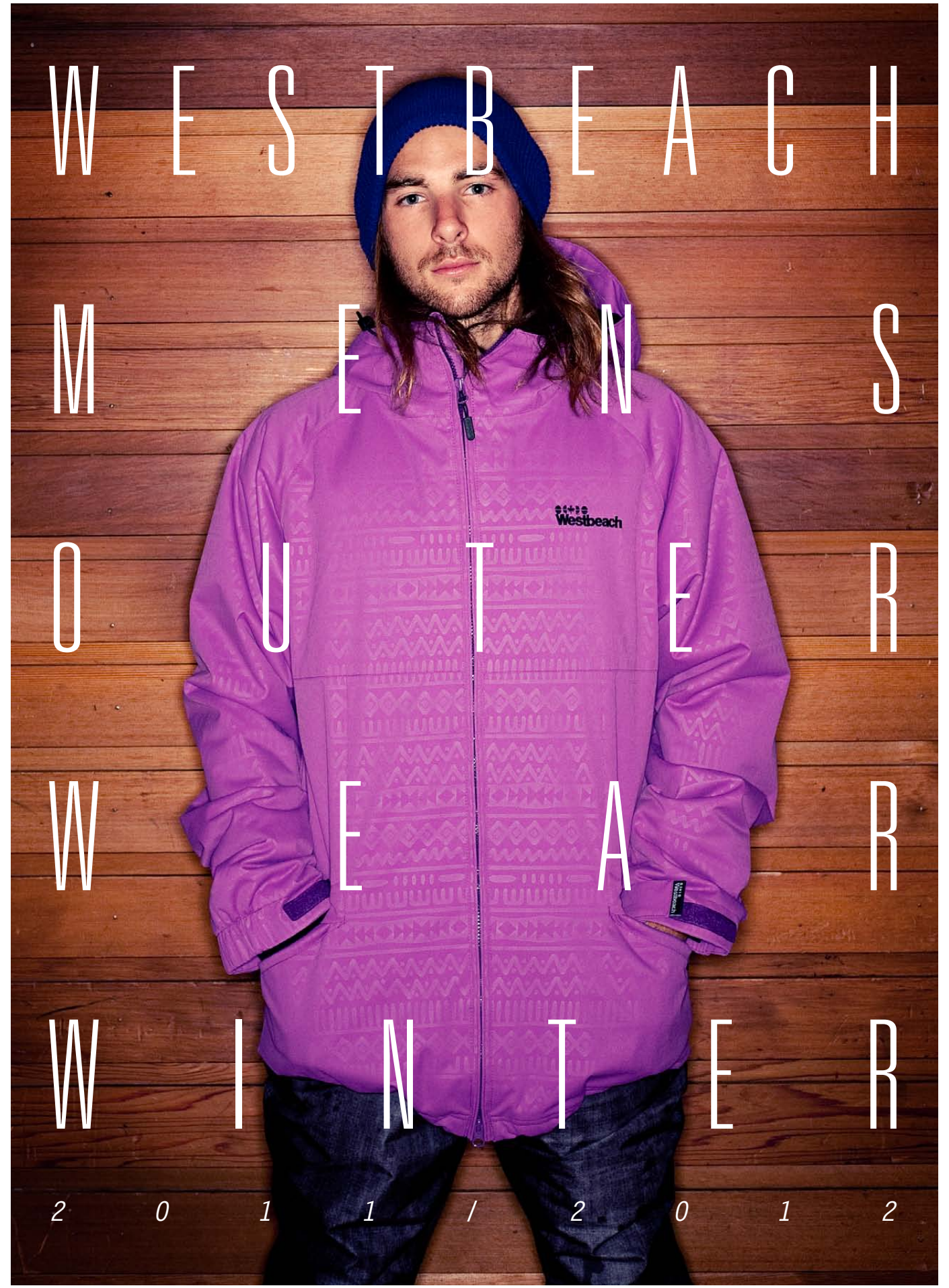
FRONT COVER
 5112: PIKA JACKET
 067: Dewberry Dwayne

Featuring artist collaboration print by Ben Frey



VIEW THE ENTIRE COLLECTION ONLINE AT
WWW.DEALER.WESTBEACH.COM

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WESTBEACH
 MOUNTAINS
 WINTER
 2011 / 2012

CLASSIC SERIES OUTERWEAR

LIKE A DUSTY CRATE OF LED ZEPPELIN RECORDS AND YOUR UNCLE'S BANGED-UP KEMPER, SOME THINGS EARN A REVERED PLACE IN HISTORY AND BECOME THE MODEL BY WHICH ALL OTHERS ARE JUDGED.

Some 30-plus into it, we've learned a thing or two about making outerwear and our Classic series is testament to this. Spotted on A-list pros and dedicated kids coming up, the unwavering faithful are the hardest on gear, demanding rigorous quality to stand up in the most severe conditions with no room for second-guessing.

Impenetrable fabrics dropkick weather on the outside and keep things firing inside. Think top-shelf waterproof and breathability ratings for max comfort, sealed seams that keep drafts at bay, mesh-lined pit zips to exhaust unwanted heat after rallying laps, plus all the nice-to-have extras. The Classic series employs the most technical fabrics and progressive styling to help core riders sharpen their game.

CLASSIC 20K:

New for 2011/12 is Classic 20K, our be-all, end-all "category within a category" offering lightweight, technical membranes with 20,000mm waterproofing across the board (pun totally intended!) to keep you truckin' in any environment no matter if it's pissing rain or neck-deep sluffer.

SUB-79 SERIES OUTERWEAR

IF THE SURROUNDING SUMMITS ARE OUR BACKYARD THEN THE CITY SKYLINE IS OUR FRONT.

We were raised in the mountains but we've always caused a raucous in the streets, riding the vibe of the local mountains by day and raging in the downtown underbelly after dark.

The Sub-79 series fits the lifestyle of the dapper dude: one-part debonair, one-part dirt, and all parts dedicated to living the dream. You see, being sartorially successful isn't just about dressing like a well-heeled gentleman, it's about snowboarding originality whether that's a stylish Method or full-throttle pillow drop.

Engineered fabrics and premium tailoring mix with custom colourways and spotlight style to meet the most refined on-hill dress codes. On gangbuster days and rolling out on the town, make sure you're suited in a kit that adapts to the environment and sets you apart from the crowd.

CLASSIC 20K = 20,000mm / 20,000gm



5100:FRANZ JACKET

BULLETPROOF CONDITIONS CALL FOR BULLETPROOF ARMOUR. LET THE STORM CHASER IN YOU TAKE ON MOTHER NATURE.

FEATURES

- + Elevation Fabric Technology
- + 20k mm/15k gm +DWR
- + Fully seam sealed
- + Mesh lined pit zips/chest zips
- + Waterproof zippers
- + Hand warmer pockets
- + Hidden hem adjusters
- + Detachable powder skirt
- + Inner Lycra cuffs
- + Jacket2Pant Zipper connection
- + Moisture wicking mesh lining
- + Custom printed lining
- + Key-clip in pocket
- + Sizes: XS - XXL



5101:HARMONY JACKET

BIZZARD TO BLUEBIRD-THIS IS THE HIT-IT-WITH-YOUR-BEST SHOT JACKET LOADED WITH FUNCTION.

FEATURES

- + Elevation Fabric Technology
- + 20k mm/15k gm + DWR
- + Fully seam sealed
- + Mesh lined pit zips
- + Hand warmer pockets
- + Hidden hem adjusters
- + Powder skirt
- + Inner Lycra cuffs
- + Jacket2Pant Zipper connection
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Custom printed lining
- + Key-clip in pocket
- + Sizes: XS - XXL



5105:FRANZ PANT

THE HEAVY-DUTY GO-ANYWHERE PANT THAT'S ON THE CLOCK FROM MORNING COFFEE TO LAST CALL.

FEATURES

- + Elevation Fabric Technology
- + 20k mm/15k gm + DWR
- + Fully seam sealed
- + Mesh lined thigh zips
- + Jacket2Pant Zipper connection
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Triple stitched rise
- + Hand warmer pockets
- + Custom printed lining
- + Key-clip in pocket
- + Sizes: XS - XXL

CLASSIC = 10,000mm / 10,000gm. Softshell = 6,000mm / 6,000gm



5110:MAVERICK JACKET

LIKE A TRUE BEST FRIEND - IT'S ALWAYS GOT YOUR BACK (AND YOUR FRONT AND SIDES, OF COURSE).

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + Mesh lined pit zips
- + Inner Lycra cuffs
- + Powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Napoleon music pocket
- + Sizes: XS - XXL



5111: RIDGE RUNNER JACKET

MORE OPTIONS THAN A SWISS ARMY KNIFE, HEAT UP FOR COOL MORNING LAPS, COOL OFF FOR HEATED PARK SESSIONS.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Mesh lined pit zips
- + Inner Lycra cuffs
- + Lycra topped powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Hidden hem adjust
- + Napoleon music pocket
- + Moisture wicking mesh lining
- + Sizes: XS - XXL



5112: PIKA JACKET

HEATS UP WITH WATER-COMBATING PERFORMANCE AT A PRICE THAT WON'T EAT UP YOUR LUNCH DOUGH.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 60G/80G sleeve/body insulation
- + Grommet underarm venting
- + Inner Lycra cuffs
- + Powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Moisture wicking mesh lining
- + Sizes: XS - XXL



5113: ALTA VISTA JACKET

BE COLLEGIATE-READY ON THE MOUNTAIN, AT A FINAL EXAM OR THE PROM, YOU DO HAVE A DATE, RIGHT?

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 60G/80G sleeve/hood insulation
- + Grommet underarm venting
- + Inner ribknit cuffs
- + Coated nylon protective inner hem panel
- + Hand warmer pockets
- + Moisture wicking mesh lining
- + Sizes: XS - XXL



5114: TALL JACKET

BANGIN' STEEZE FOR THE GLADE-BUSTIN' HUSTLER WITH LONG CUT AND A SLIMMER FIT.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + Grommet underarm venting
- + Inner ribknit cuffs
- + Inner music pocket
- + Coated nylon protective inner hem panel
- + Hand warmer pockets
- + Moisture wicking mesh lining
- + Sizes: XS - XXL



5115: UPPERLEVELS PANT

IF IT AIN'T BROKE, DON'T FIX IT - THE TRIED AND TRUE IS BACK, THE BENCHMARK BY WHICH ALL PANTS ARE MEASURED.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Back leg cinch
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Sizes: XS - XXL



5116: WHISKEY JACK PANT

SUB ZERO GETS LEFT BEHIND WHILE INTERNAL COMFORT GETS LOCKED IN TO A PANT OFFERING UNRESTRICTED MOVEMENT.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Mesh lined thigh zips
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Triple stitched rise
- + Hand warmer pockets
- + Brushed tricot lined butt
- + Sizes: XS - XXL



5117: THE CUT PANT

LOOK NEAT, TIDY AND READY TO MEET THE PARENTS WITH-OUT LOOKING LIKE THE PRIMA DONNA SHE DATED LAST.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Mesh lined thigh zips
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Bias cut gusset for stretch
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Triple stitched rise
- + Hand warmer pockets
- + Sizes: XS - XXL



5118: CHIEF SOFTSHELL

WATER REPELLENCY MEETS HOODED HAPPINESS WHETHER YOU'RE SPRAYING SLUSH OR SURFING COUCHES.

FEATURES

- + Basecamp Fabric Technology
- + 6k mm/6k gm + DWR
- + 7% Spandex for stretch
- + Grommet venting
- + Ribknit cuff and hem
- + Hand warmer pockets
- + Brushed tricot chinguard
- + Key-clip in pocket
- + Sizes: XS - XXL

SUB-79 = 10,000mm / 10,000gm



5120: MORRISSEY JACKET

TIMELESS WOVEN PLAID WITH MODERN TECH TO LAY A THERMAL BEAT DOWN TO ANY DEEP FREEZE.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Custom yarn dyed plaid
- + Fully seam sealed
- + Mesh lined pit zips
- + Inner Ribknit cuffs
- + Removable Powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Inner music pocket
- + Moisture wicking mesh lining
- + Sizes: XS-XXL



5121: HWY 99 JACKET

RUGGED AND RAW LIKE THE SEA TO SKY CORRIDOR WITH ALPINE-SAVVY ACCENTS AND TOUGH-AS-HELL TEXTILES.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + Mesh lined pit zips
- + Inner Ribknit cuffs
- + Removable Powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Inner music pocket
- + Moisture wicking mesh lining
- + Sizes: XS - XXL



5122: KINGSGATE JACKET

DUTCH-OVEN INSULATION FOR FIRST-CHAIR STOKE AFTER A MORNING OF DIGGING OUT THE CAR.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 60G/80G sleeve/hood insulation
- + Ben Frey Artist series colourway
- + Mesh lined pit zips
- + Hand warmer pockets
- + Napoleon music pocket
- + Moisture wicking mesh lining
- + Sizes: XS - XXL



5123: COLTRAIN JACKET

WEAR IT TO THE CABIN, WEAR IT TO GAME, WEAR IT TO THE SECRET SPOT YOUR HOMIE'S BRO'S CREW'S BUDDY PROMISED.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 60G/80G sleeve/hood insulation
- + Custom yarn dyed plaid
- + Grommet underarm venting
- + Inner music pocket
- + Coated nylon protective inner hem panel
- + Nylon quilted lining
- + Sizes: XS - XXL



5125: GNARHARTT PANT

FOR THE MAN'S MAN WHO STRAIGHT-LINES COLOURS, ORDERS WHISKY NEAT AND PROUDLY FARMS CHEST HAIR.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Mesh lined thigh zips
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Triple stitched rise
- + Sizes: XS - XXL



5126: LONGHORN PANT

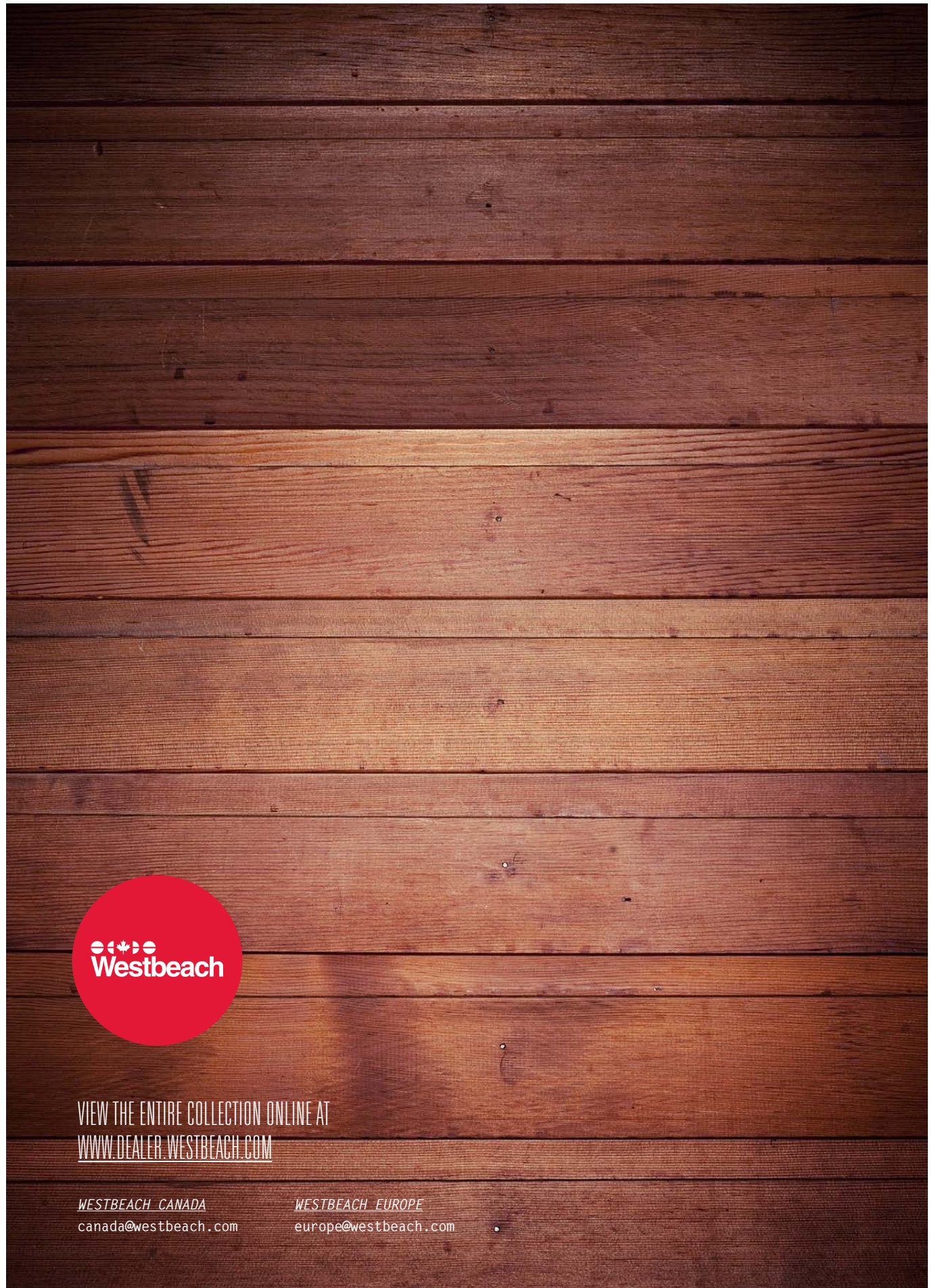
LOOK PRO SENDIN' JUMPS IN THE PARK OR TAKING NUMBERS AFTER DARK.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Bias cut gusset for stretch
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Triple stitched rise
- + Hand warmer pockets
- + Brushed tricot lined butt
- + Sizes: XS - XXL



5210 - CAPRICE JACKET
 222: Dirty Denim
 5212 - ALTAI PEACOCK
 088: Mallard
 5203 - DIGRESSI JACKET
 219: Corral Navahoebag
 Front Cover

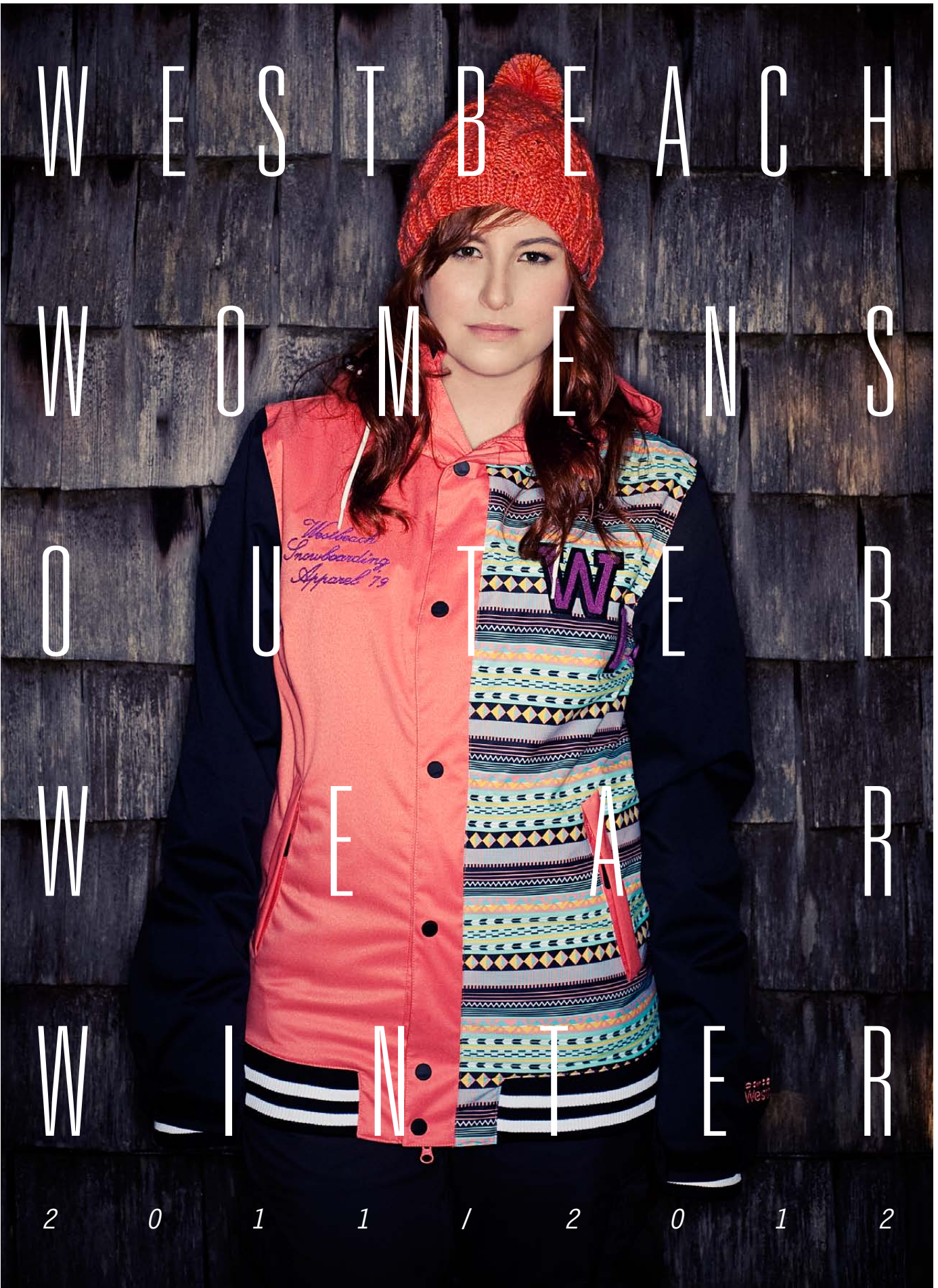


Westbeach

VIEW THE ENTIRE COLLECTION ONLINE AT
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WESTBEACH
 WOMEN'S
 OUTERWEAR

2 0 1 1 / 2 0 1 2

BLUEBIRD COLLECTION

NO SHRINKING IT AND PINKING IT HERE. THE BLUEBIRD COLLECTION FIGHTS THE GOOD FIGHT FOR SHRED SUFFRAGETTES AROUND THE GLOBE.

Designed to meet the needs of women who eat, breath and dream of riding day-in and day-out, we've applied extensive R+D and rider feedback from a cross-section of ladies into the line.

From mid-week, after-work park laps to weekend powder getaways with the girls, sizing, fit and performance were all carefully considered to develop the most optimal outerwear for changing winter conditions.

With premium fabrics, fashionable cuts and head-of-the-class prints, the Bluebird collection keeps the fire stoked on the inside so you can keep the shred stoked on the outside.



001 Black 032 Emerald Eyes 072 Navy

5200: WILD CARD JACKET

FOR THOSE UNAFRAID TO BE LOUD IN THE LIFT LINE, SHOUT DIRTS ON TOP AND RALLY LAPS IN A BLAZE OF GLORY.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + 40G/60G sleeve/hood insulation
- + Mesh lined pit zips
- + Inner Lycra cuffs
- + Lycra topped powder skirt
- + Waterproof Zippers
- + Gaiter connection system
- + Hand warmer pockets
- + Hidden hem adjust
- + Napoleon music pocket
- + Sizes: XXS-XL



001 Black 065 Merlot 072 Navy Lining detail

5201: LADY RACER JACKET

FOR THE NEVER-MISS-A-DAY GIRL WHO MONITORS FORECASTS AND SCOPES UNDISCOVERED ZONES IN SEARCH OF FREEDOM

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 40G/60G sleeve/hood insulation
- + Mesh lined pit zips
- + Inner Lycra cuffs
- + Powder skirt
- + Gaiter connection system
- + Napoleon music pocket
- + Sizes: XXS-XL



032 Emerald Eyes 088 Whisper 072 Navy

5202: SEYMOUR JACKET

THE PERFECT MARRIAGE OF STYLE AND SASS FOR PARK, POW AND BEYOND.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 40G/60G sleeve/hood insulation
- + Mesh lined pit zips
- + Inner Lycra cuffs
- + Powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Napoleon music pocket
- + Sizes: XXS-XL



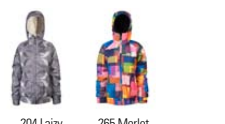
001 Black 219 Coral Navahoabag 232 Emerald Navahoabag

5203: DEGRASSI JACKET

HE GAVE YOU HIS JACKET, NOW MAKE IT YOUR OWN WITH A FIT JOEY JEREMIAH WOULD APPROVE OF.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 40G/60G sleeve/hood insulation
- + Grommet underarm venting
- + Inner Lycra cuffs
- + Powder skirt
- + Reverse Coil Zippers
- + Gaiter connection system
- + Hand warmer pockets
- + Inner music pocket
- + Sizes: XXS-XL



204 Laisy Paisley 265 Merlot Cube Print

5204: CYPRESS JACKET

OUR BEST SELLER CRANKS UP THE HEAT AND PUTS THE KIBOSH ON DRAFTS WITHOUT FORCING YOU TO MAX OUT THE PLASTIC.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 40G/60G sleeve/hood insulation
- + Grommet underarm venting
- + Inner Lycra cuffs
- + Powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Inner music pocket
- + Sizes: XXS-XL



001 Black 013 Bananarchy 019 Coral 022 Emerald Eyes 065 Merlot 067 Dewberry 265 Merlot Cube Print

5205: RENDEZVOUS PANT

ROOMY, COZY, EASY LIKE SUNDAY MORNING - THIS PANT IS THE LITTLE BLACK DRESS OF SNOWBOARDING.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + 40G/60G insulation
- + Mesh lined thigh zips
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Sizes: XXS-XL



001 Black 013 Bananarchy 056 Laura Lips

5206: KAMTOW PANT

LIKE YOUR FAVOURITE PAIR OF SKINNY JEANS, KEEP IT TIGHT AND TECH FOR KILLER STYLE AND PERFORMANCE.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Mesh lined thigh zips
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Triple stitched rise
- + Hand warmer pockets
- + Sizes: XXS-XL

PEAK TO CHIC COLLECTION

A LITTLE STRUT IN YOUR STEP, A LITTLE FLAUNT IN YOUR RIDING AND A LITTLE SOMETHIN'-SOMETHIN' IN YOUR WARDROBE.

New for 2011/12, Westbeach introduces Peak to Chic: city luxe with more than enough technical savvy for the hill.

Looking and riding good is more than wearing the latest trend or heading out without checking the mirror for the umpteenth time. It's about knowing your gear is ready to not just face, but to embrace, the elements. It's about feeling good in what you're wearing and holding an air of confidence whether it's the grit to step up in the park or the cool to hold court at the after-party.

With exclusive patterns, select textiles and a high style that exudes attraction, Peak to Chic is the ultimate in snowboarding bliss and show-stopping sophistication for the girls who define their style with the individuality of a handwritten signature.



022 Taupe 222 Dirty Denim Lining Print 537 Tundra Plaid 567 Dewberry Plaid

5210: CAPRICE JACKET

FOR THE GAL WITH ROOTS AS WESTERN AS WESTBEACH - COWGIRL COOL BUILT FOR RIPPING.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 40G/60G sleeve/hood insulation
- + Mesh lined pit zips
- + Inner Ribknit cuffs
- + Zip-off powder skirt
- + Gaiter connection system
- + Inner music pocket
- + Sizes: XXS-XL



001 Black 038 Mallard 232 Emerald Navahoabag 219 Coral Navahoabag

5211: BURBON BOMBER

THE ULTIMATE UNION OF HIPPIE AND HAUTE MIXES THE MAGIC OF 1972 WITH THE SOPHISTICATION OF NEXT YEAR.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 40G/60G sleeve/hood insulation
- + Grommet underarm venting
- + Inner Ribknit cuffs
- + Removable powder skirt
- + Gaiter connection system
- + Hand warmer pockets
- + Inner music pocket
- + Sizes: XXS-XL



038 Mallard 567 Dewberry Plaid

5212: ALIBI PEACOCK

THERE'S A FINE LINE BETWEEN SWEET AND SHADY BUT, REALLY, WHO NEEDS AN ALIBI WHEN YOU LOOK THIS RAD?

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Critically seam sealed
- + 40G/60G sleeve/hood insulation
- + Mesh backed back vents
- + Inner Ribknit cuffs
- + Removable powder skirt
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Hand warmer pockets
- + Napoleon music pocket
- + Sizes: XXS-XL



001 Black 219 Coral Navahoabag

5213: CITTAS SOFTSHELL

LAYER WHEN COLD SNAPS, ROCK FAST FOR SUNNY LAPS, WARM YOUR BITS OR HEAD OUT WHEN THE LIFTS HAVE QUIT.

FEATURES

- + BasecampSoftshell Fabric Tech
- + 6k mm/6k gm + DWR
- + 7% Spandex for stretch
- + Grommet venting
- + Ribknit cuff and hem
- + Hand warmer pockets
- + Brushed tricot chinguard
- + Sizes: XXS-XL



222 Dirty Denim

5215: SHORTHORN PANT

STREET FIT AND BIG MOUNTAIN READY, GUARANTEED TO TURN HEADS ON THE HILL OR IN THE VILLAGE.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Mesh lined thigh zips
- + Slim fit
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Waist adjustment tabs
- + Cordura shaped hem
- + Triple stitched rise
- + Hand warmer pockets
- + Brushed tricot lined butt
- + Sizes: XXS-XL



001 Black 537 Tundra Plaid 567 Dewberry Plaid

5223: EN VOGUE PANT

HEY, MISS FANCY PANTS! NO STREET JOB OR HAPPY HOUR STANDS A CHANCE.

FEATURES

- + Basecamp Fabric Technology
- + 10k mm/10k gm + DWR
- + Fully seam sealed
- + Mesh lined thigh zips
- + Custom yarn dyed fabrics
- + Gaiter connection system
- + Moisture wicking mesh lining
- + Velcro reinforced snap closure
- + Cordura shaped hem
- + Triple stitched rise
- + Hand warmer pockets
- + Brushed tricot lined butt
- + Sizes: XXS-XL