



  
**O'NEILL**

**O'NEILL**  
**FALL / WINTER**  
**2017-18**

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# SNOW IS ONLY FROZEN WATER

JACK O'NEILL



Let's face it, Jack is an all-round superstar. Not only did he invent the wetsuit, but he blazed a trail on the snow too, bringing neoprene to the slopes in the 70's and brightening up snowboarding action in the 80's.

"Snow is only frozen water." He said that back in the day, and he's not wrong. Since then, O'Neill's mission has been to be the most authentic, progressive & distinctive brand in the worlds of surf & snow. Being famous for winter is as important to us as it is for summer. Seriously, when it's way too cold to surf, what you gonna do?

"It's always summer on the inside." Jack O'Neill said that too, and in simple terms, we need to stay warm. Getting a bit more technical, amongst the ongoing innovations in all weather fabric technologies and garment construction, we have built an exclusive warmth retention liner that keeps you significantly warmer than a standard liner - even in the coldest conditions - while keeping the natural softness and comfort of the fabric. It's called O'Neill Firewall Magma - another first from O'Neill. Sounds complicated, but like the whole reason for the wetsuit (so we could surf for longer), we're all about bringing that whole attitude to winter and staying on the slopes for as long as possible without freezing our nuts off. It's mountain performance meets our Californian Roots.

O'Neill Premium Quality Snow Outerwear - rider developed, rider proven - has outperformed, outworked and outlasted the competition for over 30 years.



O'NEILL FALL/WINTER 2017-18

## CREATE YOUR OWN EPIC:

JEREMY JONES

Imagine waking up next to a crystal blue mountain lake. Epic. Imagine mountains cascading all around and their peaks silhouetted at dawn. Epic. Get up and trail run to breakfast. Go cross country skiing, tobogganing, ice skating. Whatever you're feeling. Trek around the lake at sunrise to do yoga, take it all in and be ready for anything. Epic.

As fall arrives, a brisk chill creeps into the mountain air, the days get shorter, the shadows get longer, and the weather's unpredictable. The rain is gonna come, that's for sure. But the next day's a scorcher, so the open roads call with a sense of adventure. You jump in the

truck and go anywhere with the ones that make you smile (and don't smell). You're in transit, so your wardrobe needs to be transitional. Fall means layering and comfort, and versatility to keep you warm, or dry, or cool. Fall means micro-climates and the fog blurring the view by the lake, or hiding under bridges from the latest downpour.

But above the clouds, the sun is shining and it's time to head to the peaks. Go cross country, pick up a map and stick in a pin. Throw away your weather app. If you want snow, you'll find snow! Reach that natural high by exploring new places and trying new sports. Go back country, but make sure you're covered and kitted

out for performance and style to push yourself to your pinnacle. Stand out on the slopes in high-energy colors to match the vitality of your own free spirit, and never take yourself too seriously. Falling over is fine too! And remember, you're never too old for snowball fights!

Living an active life in the mountains brings a new adventure every day. With amazing trails all around, and peaks just as plentiful, it's inspiring to be in places that possess so much epic magic. With adventure around every corner, nature calls you to create your own epic.





## O'NEILL FIREWALL MAGMA



That crazy looking pattern in the back of the jacket is O'NEILL FIREWALL MAGMA. That's a thermal energy-absorbing pattern that absorbs and retains significantly more body warmth than a conventional lining (like...25% more). It's printed there because the back of the jacket is THE place to keep your core warm. It is breathable and moisture-wicking too. Clever, huh?

Jack O'Neill discovered years ago that it's crucial to keep your core warm when he was developing wetsuits, and this latest technology is the next level of warmth efficiency in outerwear. Find it in selected Adventure, Snow, O'Neill x Jones and O'Neill Reissue jackets, and never moan about the cold again.



O'NEILL FIREWALL MAGMA



WICKING

O'NEILL



SEB TOOTS

'91 SCARABE SWEATER  
'88 SHRED BIB PANT

# O'NEILL REISSUE

Lightyears ahead of its time.

We time traveled back to our awesome snow heritage, dug deep into our archives and came out with the Re-issue Series and a smile on our face. What was once "light years ahead of its time" has been reborn for the future with modern silhouettes to fit snow-bound fashionistas. High energy colors make a fun loving

statement, and retro branding inspired by our unique history is as authentic as it comes. Does it work? You bet your ass it works! The collection meets modern performance expectations too (10K waterproof / 10K breathable, O'Neill Hyperdry, critically taped seams, O'Neill Firewall insulation) and is environmentally

conscious, using recycled materials throughout. Even when we're off the slopes, the retro vibe continues, with original patterns and colors sparking the culture shock back for a new generation of bright young things. The future is now. Get on board.



**WOMEN**  
'88' SHRED BIB PANT  
'88' FROZEN WAVE CULT CREW



**MEN**  
'88 FROZEN WAVE ANORAK  
MEN '88 SHRED BIB PANT



**MEN**  
'88 SHRED BIB PANT  
'91' X-TREME HOODED FLEECE



**WOMEN**  
REISSUE CREW SWEATSHIRT



LISA ZIMMERMANN

88' FROZEN WAVE ANORAK  
76' FASHION FOCUS SLIM PANT



## '76 FASHION FOCUS SLIM PANT



Inspired by our original 1976 Fashion Focus Slim fit style, this Inboot pant, in a super-stretch comfortable softshell, takes you back to the early days of O'Neill Snow Outerwear. But back then we didn't have the 10K-10K Breathability

and Waterproofing level kind of modern technology we do today. So we've gone back to the future to shape the sharpest silhouette of the season.



# O'NEILL X JONES

Mountain performance meets California cool.  
 Classic outdoor + future design x technical comfort = O'Neill x Jones.

Add to that the evolution in new sports (split board / ski touring / extreme backcountry), sustainability (recycled shell & contribution to POW Protect Our Winters), fabrication (20k/20k, fully taped seams, O'Neill Hyperdry Nano DWR 4-way-stretch, new O'Neill Firewall Magma in selected styles) and flair (colab with Chris Crossen of Truckee California whose paintings arise from a desire to capture color and form within basic compositions and patterns, exploring the interplay between continuity and natural processes), and we reach new heights in style and performance.



**WOMEN**  
 JONES 2-LAYER ELEVATION JACKET  
 JONES 2-LAYER SYNC PANTS



**MEN**  
 JONES 2-LAYER CONTOUR JACKET  
 JONES 2-LAYER SYNC PANTS



**MEN**  
 JONES 2-LAYER POWDER SHELL  
 JONES 2-LAYER SYNC PANTS



# JONES SPLITBOARDING JACKET



This highlight style was developed and tested in close co-operation with Jeremy Jones. He's a man who knows a thing or two about splitboarding, and we are particularly proud and excited to be leading the charge in some of the world's finest splitboarding attire. This Ultralight, Hyper Stretch - Recycled polyester 2.5 layer shell is the ultimate

material for movability while splitboarding or ski-touring. The fully taped seams and 10K-10K Breathability and Waterproofing level will ensure you'll endure different weather conditions in comfort. And with Nano DWR finishing for ultimate water repellency, that's all boxes ticked.



HYPERLIGHT



RECYCLED POLYESTER



4-WAY STRETCH



FULLY TAPED SEAMS



DWR



# JEREMY JONES

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**“Everything I do – whether it’s this collection we’re releasing now, or the snowboards, or more ideas for the environment – it’s all born in the mountains. That is the root of it all.”**

Obsessed, addicted and immersed in the mountains since 1983, he has been all in from the beginning. Now 30 years after stepping on his first snowboard, he feels blessed to have been given the opportunities he has. From riding some of the world’s wildest lines to the products he has helped create, it’s been an honor to be a part of snowboarding’s evolution. During this journey he has often focused on the performance of his equipment. How can we make this board better...rail an edge harder...make the jacket lighter and more comfortable...weigh less without sacrificing durability?

As an award-winning filmmaker, entrepreneur, environmentalist and snowboarding pioneer, Jeremy Jones is widely regarded as one of the most accomplished action sports athletes and explorers of all time, winning many accolades. But he has surpassed being one of our greatest riders, to emerge as a pioneer and innovator. As a true visionary, he has expanded his adventurous horizons, allowing him to continue to break boundaries, dedicated to developing the highest quality backcountry clothing, boards and accessories.

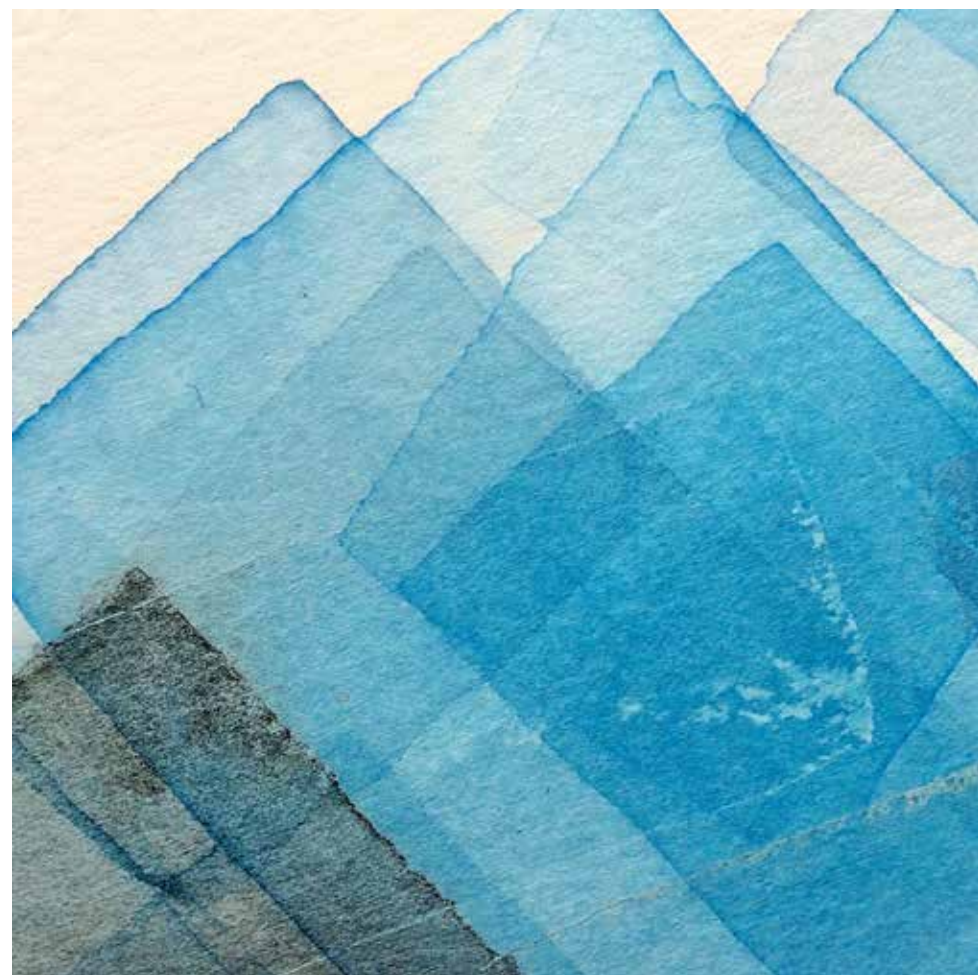
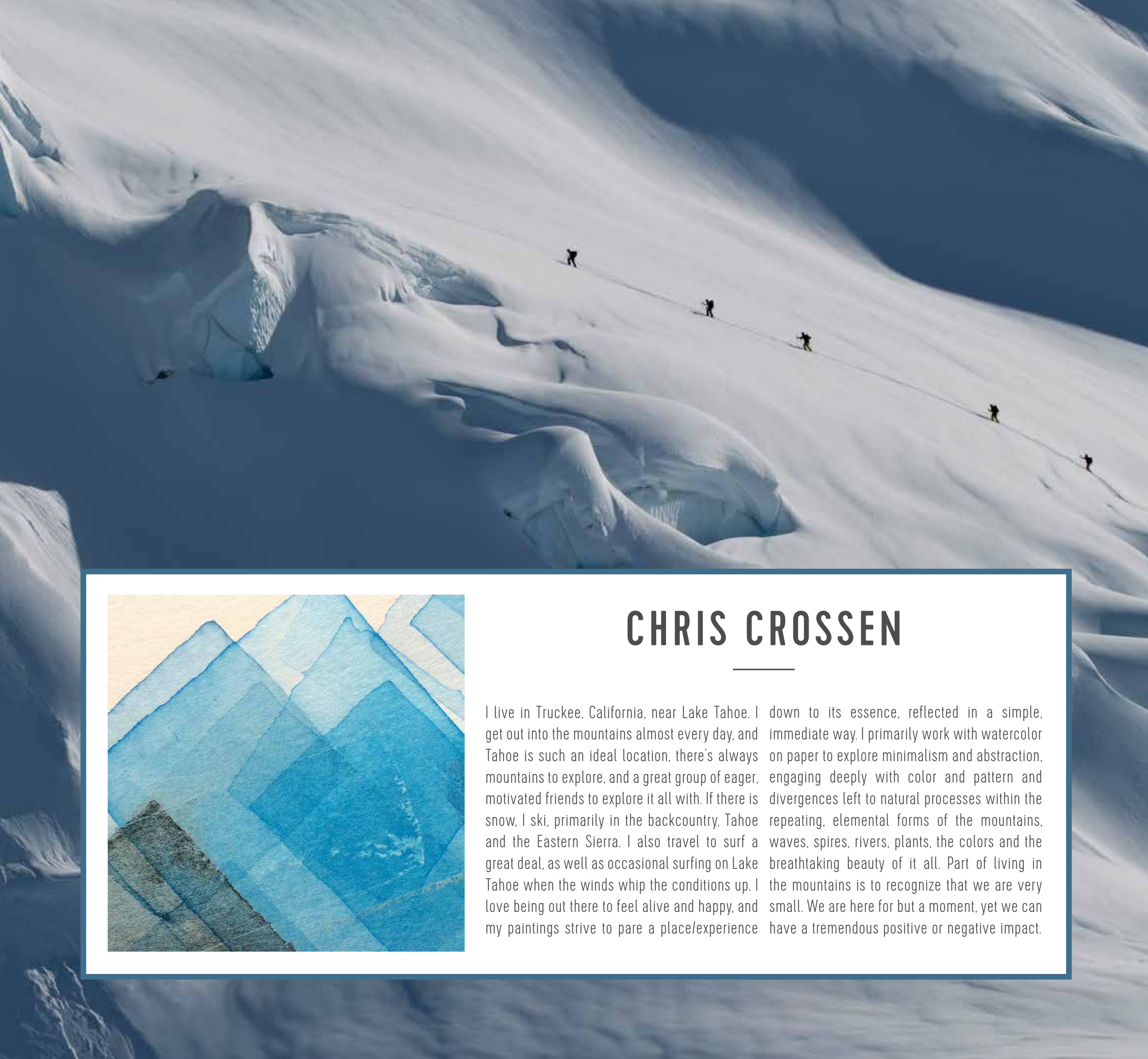
**“Snowboarding is not my job, it’s my life. All the gear we produce is born of my passion for snowboarding and wilderness exploration. Come experience the progression. Ride with me.”**

## **POW PROTECT OUR WINTERS**

In 2007 Jeremy founded Protect Our Winters, a global cause uniting the winter sports community against climate change. Sometimes, the most indelible mark we can make on the world is to not make one at all. This is the thinking behind Jeremy Jones’ initiative, which has worked tirelessly to bring much needed attention to the issue, which is activating a passionate community and creating the political will for meaningful action.

**“The world is embracing the fact that we have this problem and there are all sorts of solutions coming out now. We’re starting to embrace those solutions, so I’m as optimistic as I’ve ever been with the belief that we can really reduce our impact on the environment moving forward.”**





## CHRIS CROSSEN

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I live in Truckee, California, near Lake Tahoe. I get out into the mountains almost every day, and Tahoe is such an ideal location, there's always mountains to explore, and a great group of eager, motivated friends to explore it all with. If there is snow, I ski, primarily in the backcountry, Tahoe and the Eastern Sierra. I also travel to surf a great deal, as well as occasional surfing on Lake Tahoe when the winds whip the conditions up. I love being out there to feel alive and happy, and my paintings strive to pare a place/experience down to its essence, reflected in a simple, immediate way. I primarily work with watercolor on paper to explore minimalism and abstraction, engaging deeply with color and pattern and divergences left to natural processes within the repeating, elemental forms of the mountains, waves, spires, rivers, plants, the colors and the breathtaking beauty of it all. Part of living in the mountains is to recognize that we are very small. We are here for but a moment, yet we can have a tremendous positive or negative impact.

## JONES CONTOUR JACKET

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We love Chris Crossen's work, so we collaborated with him to develop a series of custom made designs for our O'Neill x Jones range. Chris had an excellent experience working with O'Neill on this unique concept, and we are super proud of the application of his amazing artwork to our collection of high performance outerwear.

# O'NEILL ACTIVE

A multi-purpose collection, created to wear anywhere. On land, on snow, on the go, from sunrise to sunset, in our new Active line you're ready for anything.



Rise and shine! Get up, get ready for the day, get ready for the mountains, wear before, on and after the slopes. Dedicate it to your favorite activity, but don't limit it. You see, our Active gear is also quite possibly the most stylish performance base layer for under your snow outfit. But it's so cool, you can bring it out on show, and out on the town, by mixing and matching it with some heavy weight stuff and rethink your winter wardrobe with creative combos.

(And it ain't bad curled up on the sofa with a cup of hot chocolate, too!).

It's flexible, versatile and stylish. It's ready for action, motivated by comfort, energized by fashion, and packed full of innovation. High points in this range of mountain active masterpieces elevate technical fleece, layering and transitional weights with innovation a go-go.

**O'Neill Firewall Magma:** keeps you warm and comfortable

**O'Neill Hyperdry:** for wicking & quick dry

**Seamless:** gives freedom of movement

**Reflectivity:** keeps you safe

**Reversible:** for adaptability

**O'Neill Blue:** protects the environment

-  O'NEILL FIREWALL MAGMA
-  O'NEILL HYPERDRY
-  SEAMLESS
-  REFLECTIVE
-  REVERSIBLE
-  O'NEILL BLUE



**MEN**  
KINETIC TUBE WEAVE JACKET  
ACTIVE JOGGER PANTS



**WOMEN**  
MOUNTAIN PRINT LEGGING  
KINETIC FLEECE & ACTIVE REVERSIBLE BRA TOP



**MEN**  
COMFORTER PADDED JACKET  
BASE LAYER JACQUARD LEGGING



# SEAMLESS TECHNOLOGY

MEN'S ACTIVE LONG TIGHT

Made on some pretty fancy machinery and cut for a super snug fit, these bad boys mould to your frame like a second skin for fantastic freedom of movement and the ultimate comfort, durability and support. They feature O'NEILL HYPERDRY WICKING – fabric with moisture transport and quick dry.



You'll also be pleased to hear that this seamless technology's other important features include ① Reduced rubbing and irritation (where you don't want rubbing and irritation!), ② Different elasticity in different parts of the leg for some pretty scientific performance shizzle, and ③ Reflectivity to keep you safe, and show off a little bit.



4-WAY STRETCH



SEAMLESS



O'NEILL HYPERDRY



WICKING



# BAFFLE MIX

X-KINETIC FULL ZIP JACKET



Technical fleece is key to this season. The trans-seasonal weight and performance qualities provide versatility, so it's fit for training, and as a base layer to your snow outfit, or any which way you want. The ergonomic, active fit

and innovative fabric mix of ① Polyester Shell quilted / 80 grms Thinsulate insulation, and ② Polyester heather / inside brushed / stretch fleece, regulate your body temperature and supply synergy and style in equal measure.

# OUTERWEAR

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A modern outdoor collection designed to transition through the seasons, so wherever you're going, we've got you covered.

Inspired by journeys through the urban wilderness, the unpredictable forces of nature, and a fundamental desire to look damn good, we've gone the extra mile to offer every thinkable outerwear option you're ever gonna need. This trans-seasonal concept covers all shapes and fits, weights and fills, functional fabrication and utility trends. Yes, we've been working hard! The weather's in flux, so layer up with technical fleece and soft shells. Find versatility in silhouettes from short to long, be prepared with cold condition items with different fill levels (polyfill, down, featherless) and add new Tube Weave and O'Neill Firewall Magma innovation in selected styles for the cool factor. Recycled polyester and organic cotton support sustainability. From city cool to natural highs, wherever you go, whatever the weather.





# O'NEILL OUTERWEAR

A modern outdoor collection designed to transition through the seasons



**WOMEN**  
ADVENTURE LONG PADDED JACKET  
QUILTED SWEATSHIRT  
KNITTED JOGGER PANTS



**WOMEN**  
ADVENTURE RIDGE HIKER JACKET  
PEACEFUL PINES -SHIRT  
ESSENTIALS SWEATPANTS



**MEN**  
ADVENTURE TRANSIT JACKET  
O'N CREW SWEATSHIRT  
BASE JOGGER PANTS



**MEN**  
ADVENTURE OUTDOOR POLAR FLEECE  
OUTDOOR T-SHIRT  
TAPERED CARGO PANTS



## TUBE WEAVE

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You might think that a puffer jacket is just a puffer jacket, but you'd be wrong. This jacket is made with TUBEWEAVE, which is a very cool innovation where down (the responsible kind) is pumped into tubes that are actually woven together in the fabric. So there's no lining and no extra construction, which reduces the whole weight.

Add to that O'NEILL FIREWALL down insulation that is lightweight and toasty warm. The fact that the 'tubes' aren't sewn also increases warmth and water resistance (we call that O'NEILL HYPERDRY), and HYPERFLOW is our ventilation system with waterproof zips. So this ain't just a puffer - it's warmer, it's dryer, it's more innovative - and there's happy ducks!



RESPONSIBLE DOWN



O'NEILL FIREWALL



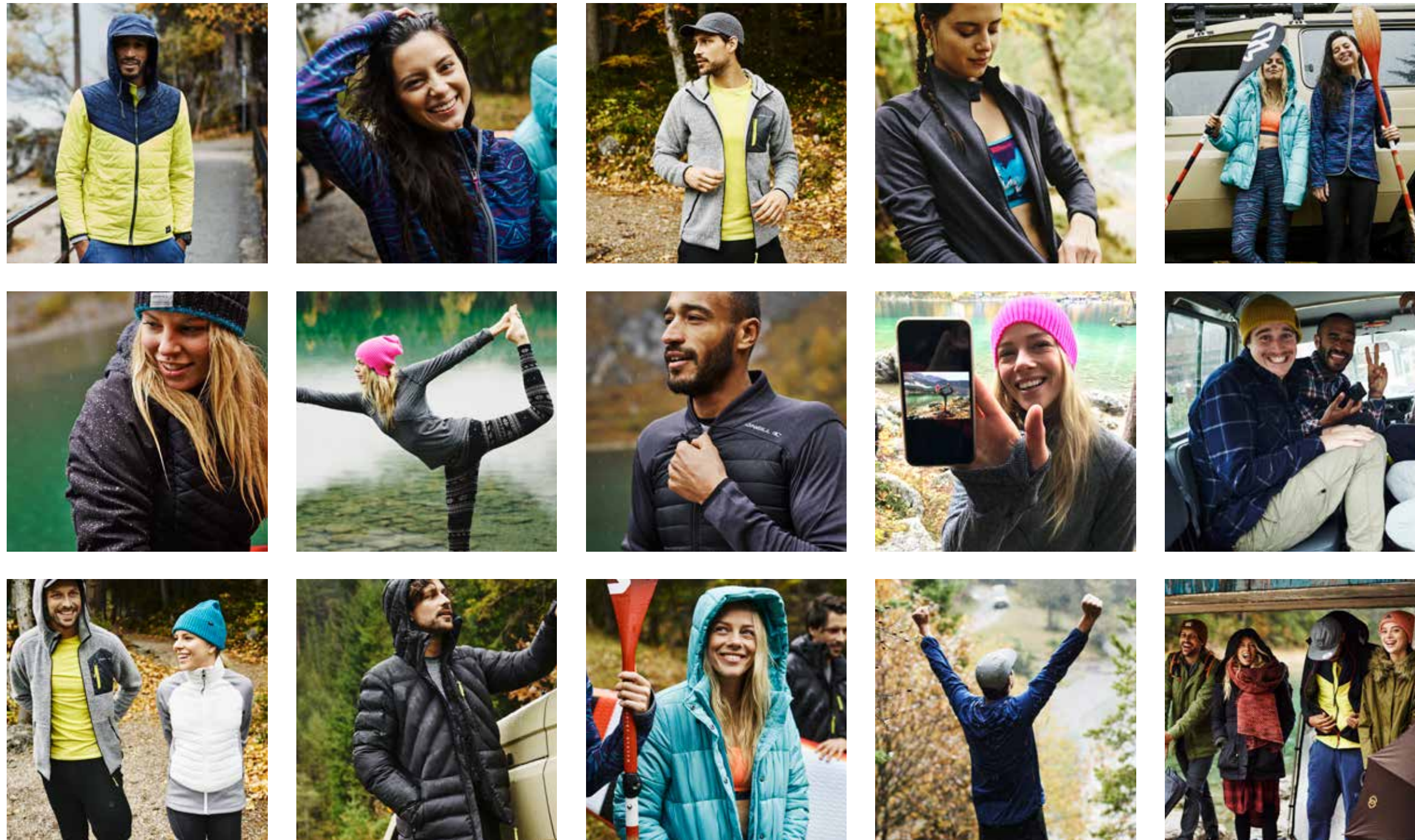
O'NEILL HYPERDRY



HYPERFLOW

# TRANS-SEASONAL

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Seasons are so...last season. Today we're buying product when we need it. Seriously, who still runs out to the stores to get that full winter wardrobe in August? When it's 30 degrees? No, us neither. But there's that time when summer starts to end, before winter's really kicked in, that we want new

stuff to wear when the weather starts changing - add the washed-out summers and warmer winters created by climate change and that's what 'trans-seasonal' is all about. Medium and lighter weight products that can be worn all year round. Awesome versatility: comfort for leisure

as well as function for sport. It's an extra layer when you're in your shorts, or an under layer when you head to the slopes. Good for you, good for business too. It generates sell-out earlier in the season, then combines well with the snow line, so it has a longer shelf life. Looks great too!







# O'NEILL KIDS

## SNOW

We time travelled back to our awesome snow heritage, dug deep into our archives and came out with the Reissue Series and a smile on our face. What was once "light years ahead of its time" has been reborn for the future with modern silhouettes to fit snow-bound fashionistas. High energy colors make a fun loving statement, and retro branding inspired by our unique history is as authentic as it comes. Does it work? You bet your ass it works! The collection meets modern performance expectations (10K waterproof / 10K breathable, O'Neill Hyperdry, Critically taped seams, Firewall insulation) and is environmentally conscious, using recycled materials through out. The future is now. Get on board.



GIRLS  
JUNIOR JONES JACKET  
JUNIOR JONES PANTS



GIRLS  
RADIANT JACKET  
CHARM PANTS



BOYS  
GRID JACKET  
ANVIL PANT



BOYS  
JUNIOR JONES JACKET  
JUNIOR JONES PANT

# O'NEILL KIDS



O'NEILL

LIFESTYLE



BOYS  
REVERSIBLE SHERPA JACKET  
OUTDOORS S/SLV -SHIRT  
TAHOE CARGO PANTS  
KIDS FALL CAP



GIRLS  
TAHOE REVERSIBLE BOMBER  
RISE AND SHINE SWEATSHIRT  
BORN TO EXPLORE JEGGING

HAVE AN EPIC DAY

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O'NEILL

