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**O’NEILL FALL WINTER 17-18**

**B2B COLLECTION PRESS RELEASE**

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**SNOW IS ONLY FROZEN WATER**

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.

**CREATE YOUR OWN EPIC:**

*Jeremy Jones said that.*

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.

**TECHNOLOGIES**

**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.

**SEAMLESS TECHNOLOGY (PERFORMANCE MEN 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 Reduced rubbing and irritation (where you don’t want rubbing and irritation!) Different elasticity in different parts of the leg for some pretty scientific performance shizzle, and Reflectivity to keep you safe, and show off a little bit.

**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 Polyester Shell quilted /80 grms Thinsulate insulation, and Polyester heather/ inside brushed / stretch fleece, regulate your body temperature and supply synergy and style in equal measure.

**TUBE WEAVE (TUBE WEAVE JACKET)**

You might think that a puffa jacket is just a puffa 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 puffa - it’s warmer, it’s dryer, it’s more innovative - and there’s happy ducks!

**COLLECTIONS**

**O’NEILL X JONES**

Mountain performance meets California cool.

Classic outdoor + future design x technical comfort = O’Neill x Jones.

This formula has never looked so good.

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.

O’NEILL x JONES SPLITBOARDING

This highlight style was developed and tested in close cooperation 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.

O’NEILL X JONES – CHRIS CROSSEN

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 REISSUE**

We time traveled 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 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.

**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

**TRANS-SEASONAL**

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!

**OUTERWEAR**

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.