


O'NEILL



CREATE YOUR OWN EPIC:

FALL / WINTER

2017 - 2018

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

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!

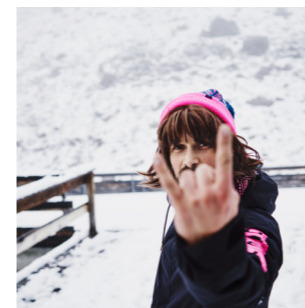
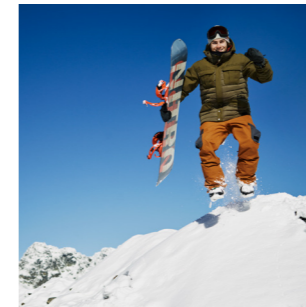
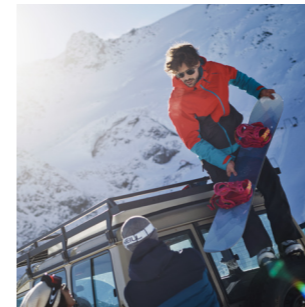
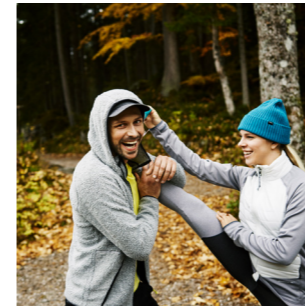
Living an active life in the mountains brings a new adventure every day. With amazing trails all around, and peaks just as plentiful, it's inspiring to be in places that possess so much epic magic. With adventure around every corner, nature calls you to create your own epic.

Featuring Team O'Neill:

Paddy Graham, Lisa Zimmermann & Seb Toots

Photography: Elmar Krop @ Sticky Stuff

Cover Photo: Jeremy Jones by Andrew Miller



O'NEILL ACTIVE

A multi-functional collection, created to wear anywhere. On land, on snow, on the go, from sunrise to sunset, in O'Neill Active you're ready for anything!

OUTERWEAR

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

SNOWBOUND

With bright blue skies and adventures ahead. We're looking pretty fly. Perfect body temp. Perfect protection. Perfect style. Perfect day!

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.

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.

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

Are you ready? We are!





PM VIM JACKET 7P0046-5128 / PM ACTIVE LONG TIGHT 7P3400-9010 /
PM ACTIVE FRAME SHORTS 7P3300-9010



SEAMLESS TECHNOLOGY

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



PM X-KINETIC FULL ZIP JACKET 7P0224-9010



PM KINETIC TUBE WEAVE JACKET 7P0040-9010





THIS PAGE LEFT: PW COMFORTER PADDED JACKET 7P6003-5127 / PW PRINTED LEGGING 7/8 LENGTH 7P7740-5940 / PW ACTIVE REVERSIBLE BRA TOP 7P8704-4059

THIS PAGE RIGHT: PW ACTIVE PRINT SOFTSHELL 7P5900-5940 / PW PRINTED LEGGING 7/8 LENGTH 7P7740-9010

OPPOSITE PAGE: PW ACTIVE PRINT SOFTSHELL 7P5900-9900 / LW SOFT AND SILKY JOGGER PANTS 7P7728-8029



BAFFLE MIX

X-KINETIC FULL ZIP JACKET



PW X-KINETIC FULL ZIP JACKET 7P5224-8001 / PW KINETIC MOTION PANTS 7P8016-8001

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

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.

LW VISTAS & VALLEYS WOOL COAT 7P6008-9980



AW LONGPADDED JACKET 7P6000-6048 / LW QUILTED SWEATSHIRT 7P6416



AM DOWN PARKA JACKET 7P0104-6058 / LM VINTAGE FLANNEL SHIRT 7P1304-5900





AM TUBE WEAVE JACKET 7P0107-2531



TUBEWEAVE

TUBE WEAVE JACKET



O'NEILL

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



RESPONSIBLE DOWN



O'NEILL FIREWALL



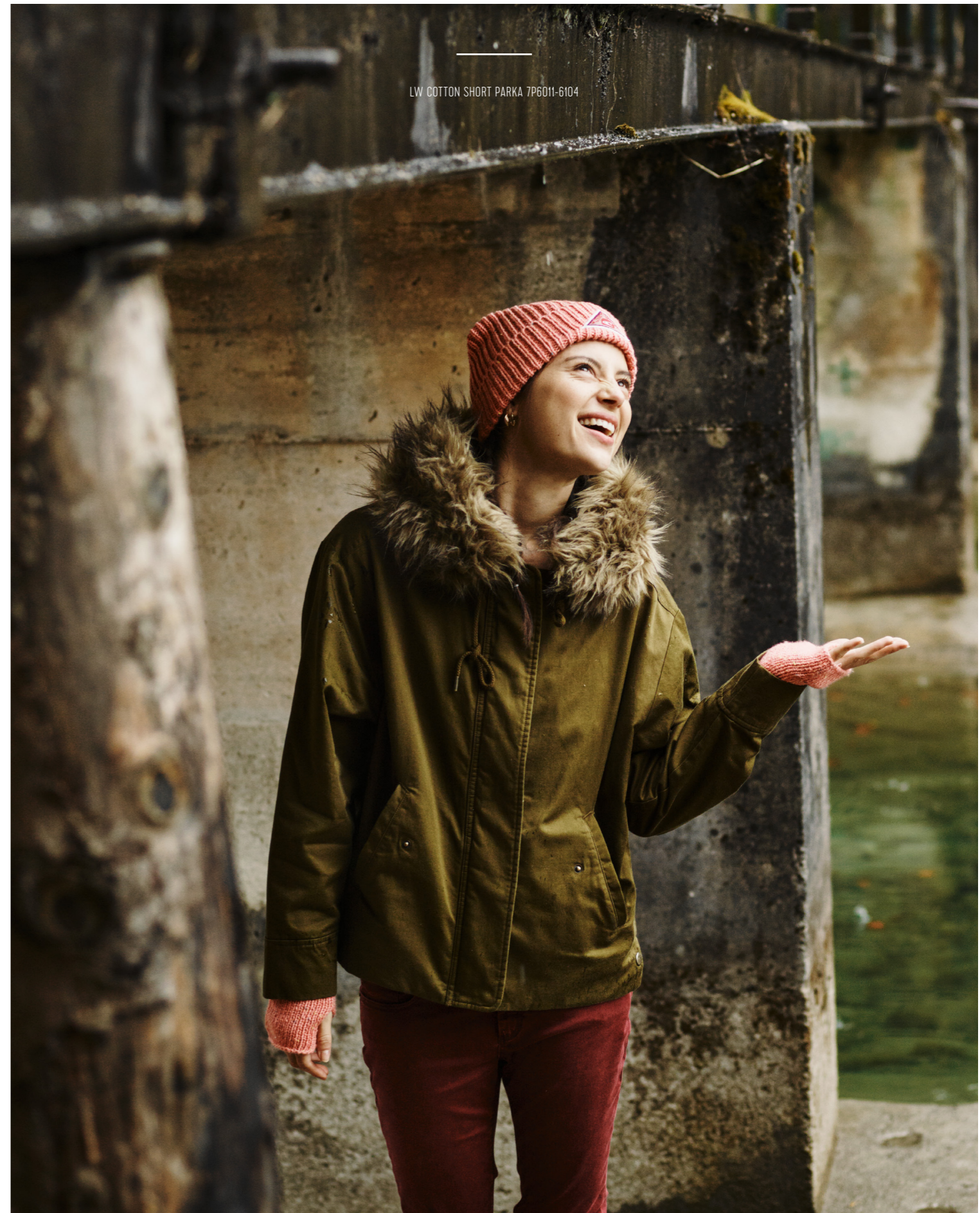
O'NEILL HYPERDRY



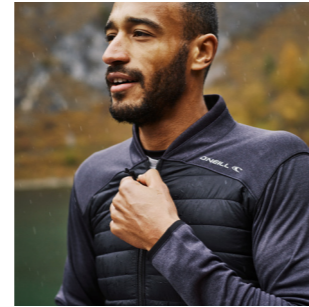
HYPERFLOW



LEFT & ABOVE: AW RIDGE HIKER PARKA 7P6001-3117
BELOW: AW RIDGE HIKER JACKET 7P6004-6085



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!



AM TRANSIT JACKET 7P0114-5129 / LM O'N CREW SWEATSHIRT 7P1432-8001





AM TRANSIT JACKET 7P0114-5129 / LM BASE JOGGER PANTS 7P2712-5056

LEFT: LM PCH RETRO SWEATSHIRT 7P1414-5129 /
LM STRINGER PANTS 7P2706-9010

MIDDLE: AM OUTDOOR POLAR FLEECE 7P1100-3087 /
LM TAPERED CARGO PANTS 7P2708-6048

RIGHT: AM WASHOE JACKET 7P0110-6058 / LM STRINGER PANTS
7P2706-5056 / LM EXPLORE T-SHIRT 7P2306-3087





LM M65 SO CALL JACKET 7P1001-6048 /
LM JACK'S CHAMBRAY SHIRT 7P1314-5126 /
LM THE WOLF TSHIRT 7P2308-9010 /
LM STRINGER PANTS 7P2706-9010 /
BM DAVENPORT BACKPACK 7P4004-6104



LM MOUNTAIN OVERSHIRT 7P1300 -5900 / LM TAPERED CARGO PANTS 7P2708-6048

SNOWBOUND

Above the clouds. On top of the world. With bright blue skies and adventures ahead. Looking forward to deep powder with friends and endless pillow lines. It's epic! First it's time to unpack the trusty truck and have some fun, as we hook up with friends and assess the day ahead. The serious stuff comes later. We've got the gear for whatever we choose to do, and we're looking pretty fly. Cold on the outside? Yes. That wind. Summer on the inside? Too right! More like a perfect spring day – cool enough to keep us from boiling as we prepare, warm enough to enjoy the chill without feeling it in our core. And recycled polyester featured throughout.

Perfect body temp. Perfect protection. Perfect style. Perfect day!

PW REUNION JACKET 7P5030-9010 / PW STREAMLINED PANTS 7P8004-3111



MEET SEB TOOTS

TEAM O'NEILL



Born and raised in Montreal, Sébastien 'Seb Toots' Toutant was never far from the slope. Seb took to the board like a natural, and the transition from rookie to expert was quick and seamless. Seb received widespread recognition when he took first place at Empire Shakedown's Big Air competition in Canada in 2006. And has had the eyes of the global industry on him ever since. It was clear even then that Seb was set to become a snowboarding sensation. But he's never said a word of his plans. He has gone the way of the Karate Kid – training,

pushing himself, and preparing for the big days ahead. At all times, Seb strives to innovate on his board. From shoots in the park to the backcountry, doing something different and something better are always the top priority. The world is now Seb's playground, and he's keeping busy bringing his tricks to competition and shredding his way from podium to podium and producing some of the sickest street-riding videos along the way. From Olympian to urban destroyer, Seb Toots is still very much on his way up...to the top of the world!



PM SCULPTURE HYBRID JACKET 7P0018-6104 / PM FRIDAY N HYBRID PANTS 7P3008-3079

PM GALAXY III JACKET 7P0024-3068 / PM EXALT PANTS 7P3012-9010



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



THIS & OPPOSITE PAGE HER: PW KINETIC TUBE WEAVE JACKET
7P5038-9010 / PW BLESSED PANTS 7P8007-1030
OPPOSITE PAGE HIM: PM SUBURBS JACKET 7P0032-5056 /
PM EXALT PANTS 7P3012-5129

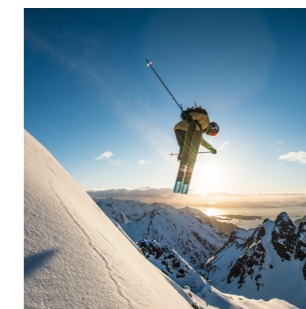
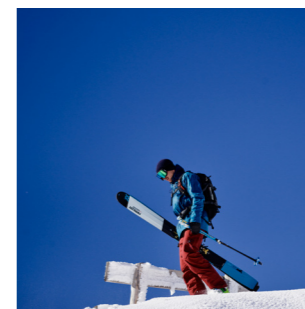
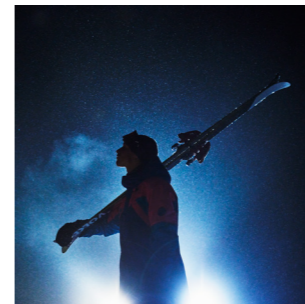




PM CUE JACKET 7P0028-5056 /
PM CONSTRUCT PANTS 7P3010-3068

MEET PADDY GRAHAM

TEAM O'NEILL



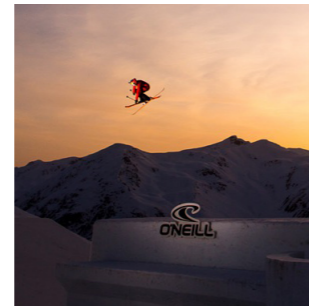
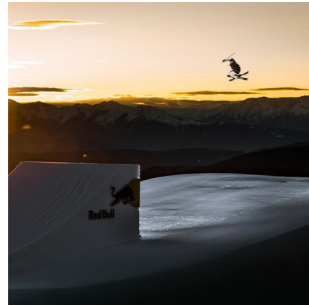
Paddy 'Reggie' Graham first skied after persuading his parents to send him to the USA on a school skiing trip. There he discovered a real love and aptitude for the sport. By age 14 Paddy had had lessons, picked up sponsorship and was spending most of his spare time at the ski village in his home city of Sheffield, in England. By 16, he was able to leave school to concentrate on his skiing career. Paddy is now the UK's number one freeskiier, and his achievements include winning titles at the Battle of

Britain London Freeze (2009, 2010 and 2012), Red Bull Playstreets and Red Bull Tribal Quest. In order to ski every available minute he can, Paddy is now based in Innsbruck, Austria. His off-mountain interests include rock 'n' roll music, sushi, New York City and – his secret love – gardening. Since 2009 he has been one of the masterminds behind the Legs of Steel crew; the freeski film-makers who brought us 2015's multi-award-winning Passenger. As you can see, he's having a good day today!



MEET LISA ZIMMERMANN

TEAM O'NEILL



Lisa was originally on the German national figure skating team, but after getting her first taste of freestyle skiing, she quickly embarked on what's become a successful career, and was soon executing tricks that other skiers had taken years to master, effortlessly pulling off tricks like the Cork. She soon became the first female skier to land a Double Cork and, when news traveled around the world, she rightly received global recognition. Watching her on skis, Lisa is clearly a natural, with incredible balance and coordination.

She excels at jumping kickers as much as she does sliding rails, and it's that mix of skills that ensured her a third place at the Winter X Games in New Zealand in August 2013. This podium finish ultimately secured her place in the 2014 Winter Olympic Games in Sochi, Russia. Lisa Zimmermann returned home triumphant after the 2014 FIS Freestyle Skiing World Cup clutching her Crystal Globe and wearing a big smile, and the same thing happened at the 2015 World Championships, this time with a gold medal, and that winning smile.



PW PATROL JACKET 7P5036-5940



THIS PAGE: PW CURVE JACKET 7P5020-4900
OPPOSITE PAGE: PW CORAL JACKET 7P5016-3111 / PW GLAMOUR PANTS 7P8006-3065

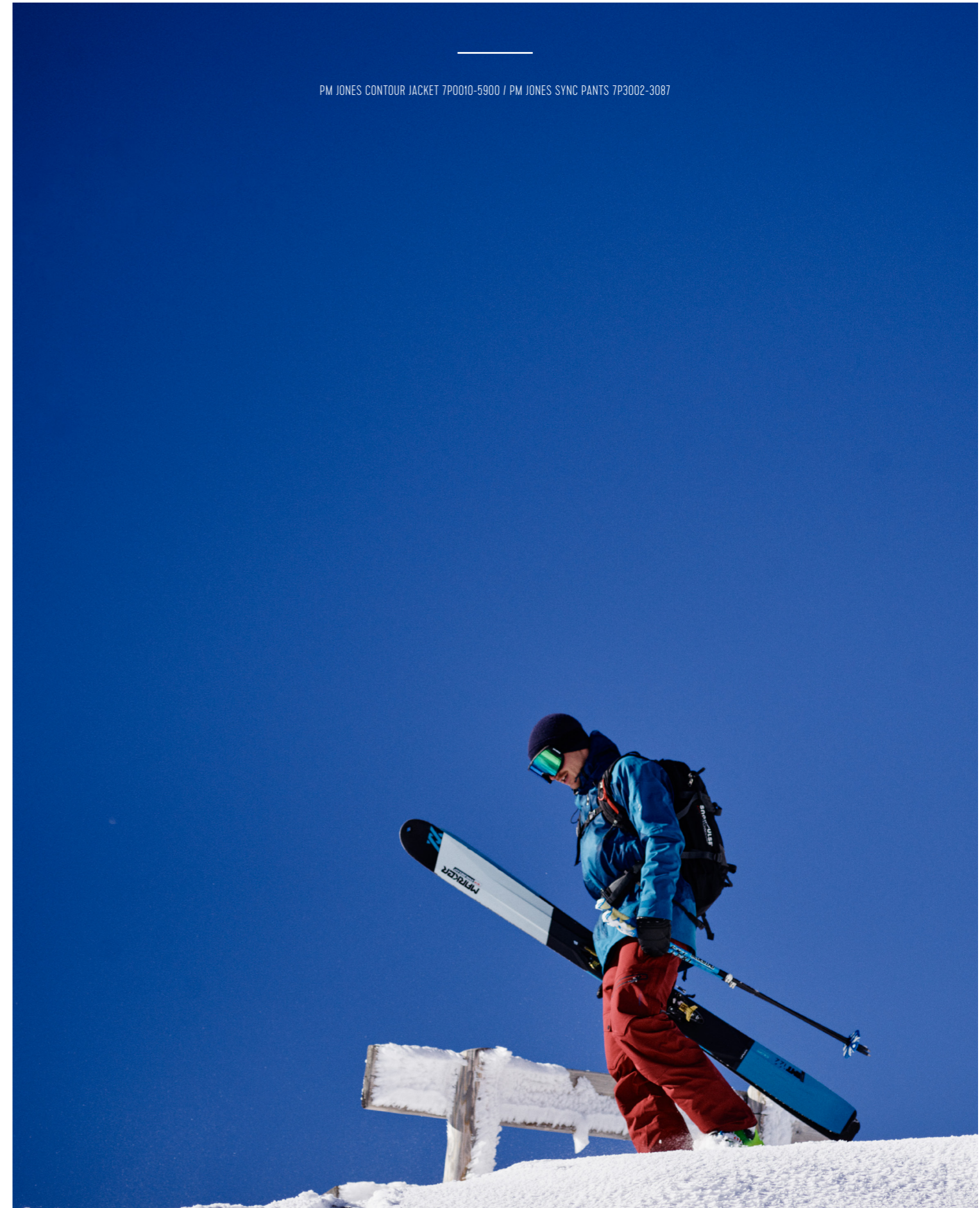


O'NEILL X JONES

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.

PM JONES CONTOUR JACKET 7P0010-5900 / PM JONES SYNC PANTS 7P3002-3087



MEET JEREMY JONES

TEAM O'NEILL

"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."



PM JONES SPLIT JACKET 7P0006-3087 /
PM JONES SPLIT PANTS 7P3004-9010



JONES SPLITBOARDING JACKET

7P0006-3087



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

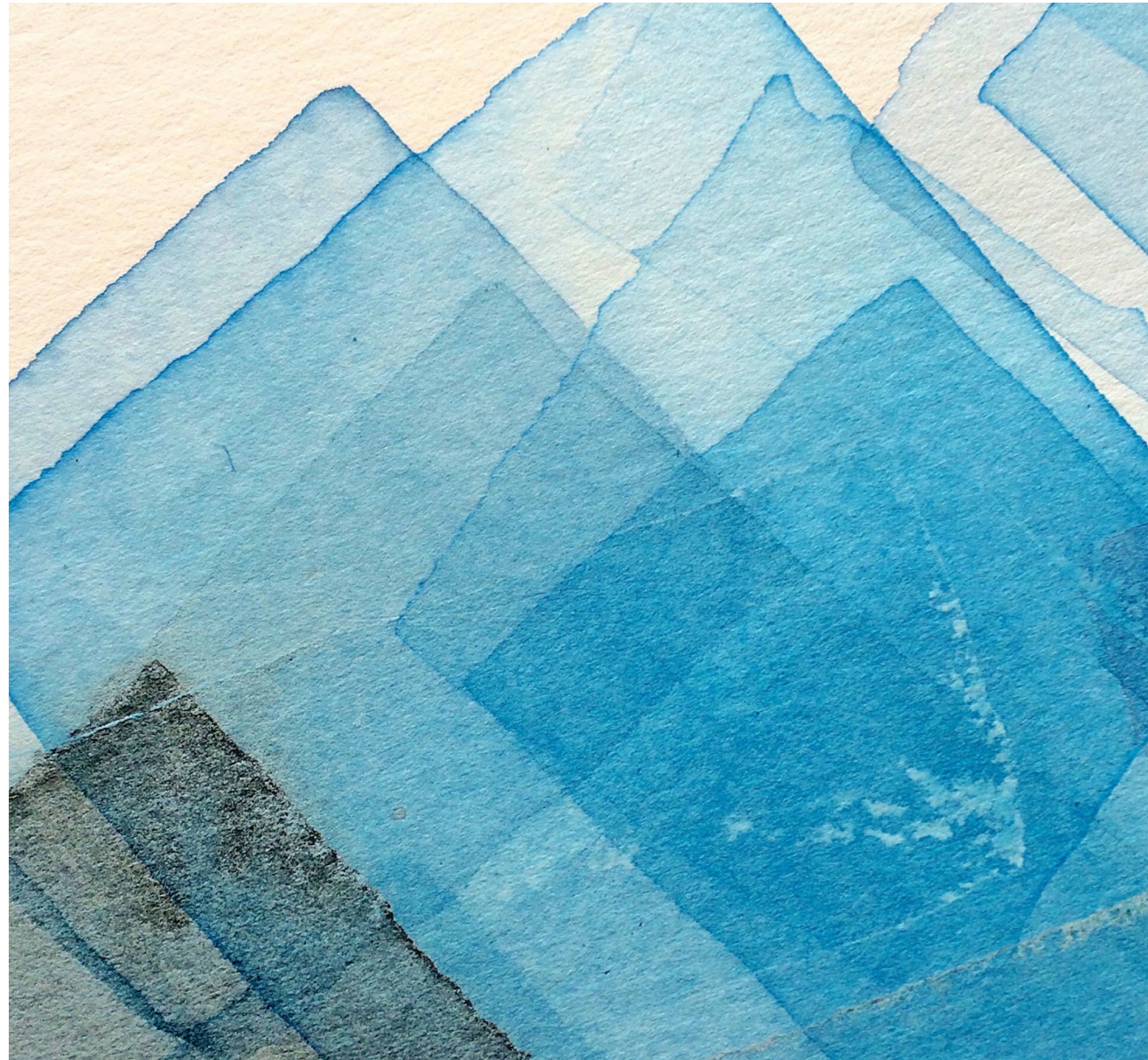


PM JONES CONTOUR JACKET 7P0010-5900



PW JONES CONTOUR JACKET 7P5008-4940

MEET CHRIS CROSSEN



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. My ideal day is a morning ski with friends at a local backcountry spot, then home to work and paint. I spend a great deal of time exploring wild places, it's a very important and vital component for my

work. 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. This exploration is the reason why, the freedom of just letting go within the studio to try anything and to lose oneself to the work, and yet refine it so that it is presentable. But still,

the drawers of experiments always seem to reflect the loosest, freest, most truthful work.

I am very concerned with the destruction we continue to inflict on our world, and I am often experimenting with ways to try to convey this loss and the need for awareness and change. I fear for my children and grand children's futures, that they will not be able to explore the places and unique experiences that I have. 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

7P0010-5900




O'NEILL

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.



PW JONES SPLIT JACKET 7P5004-5129 / PW JONES SPLIT PANTS 7P8002-9010



PM JONES WELDED INSULATOR JACKET 7P0012-5129 / PM JONES SYNC PANTS 7P3002-7031

PW JONES ELEVATION JACKET 7P5002-4940 / PW JONES SYNC PANTS 7P8000-5129



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. The future is now. Get on board.



PM '88 FROZEN WAVE ANORAK 7P0050-9010 | PM '88 SHRED BIB PANT 7P3018-5042



PM '88 FROZEN WAVE ANORAK 7P0050-5042 /
PM '88 SHRED BIB PANT 7P3018-5123



PW 88 FROZEN WAVE ANORAK 7P5050-4041 / PW 76 FASHION FOCUS SLIM PANT 7P8018

'76 FASHION FOCUS SLIM PANT

7P8018



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.



SEB TOOTS

PM '91 SCARABE SWEATER 7P0231-9010 / PM '88 SHRED BIB PANT 7P3018-5042



OPPOSITE PAGE
 TOP LEFT: PM 91' X-TREME JACKET 7P0048-5123
 TOP RIGHT: PM 88' FROZEN WAVE ANORAK 7P0050-9010
 MIDDLE LEFT: PM 91' X-TREME JACKET 7P0048-9900
 MIDDLE RIGHT: PW 88' SHRED BIB PANT 7P8020-4041
 BOTTOM LEFT: PW 89' OUT OF CONTROL FULLSUIT 7P5046-5042
 BOTTOM RIGHT: PW 88' WILDCAT JACKET 7P5048-5042

THIS PAGE:
 PM '91 SCARABE SWEATER 7P0231-9010 / PM '88 SHRED BIB PANT 7P3018-5042

REISSUE LIFESTYLE

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.



PM 91' X-TREME HOODED FLEECE 7P0232-9010



LW HERITAGE PRINTED LS TOP 7P2107-1030



LW REISSUE LOGO T-SHIRT 7P7318-4079



LEFT: LW REISSUE CREW SWEATSHIRT 7P6422-9010

RIGHT: LW HERITAGE O'NEILL CREW 7P1440-9010

HAVE AN EPIC DAY




O'NEILL