



09

2009



Outerwear



first chair
last call

Special
Blend®



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The line-up is where we always find our crew. It's no secret that a sick day draws the same crowd ready to charge hard for first chair. Hearing first from a rumor or report, echoing bombs make it a fact that we are only minutes away from getting it good. We throw the same shout outs, talk the same talk and slide in with that single up front. Then it's on and all bets are off.

The after-party is an extension of the same scene. Handshakes and high-fives are the rule as we each throw a little spray about the sickness of the day. That impact, line, or gap sound a better story after a tailgate tallboy or tap room shot. The train moves on from beer garden to bonfire to last call. With the same crew on board, last one standing gets the tab.

Blend has earned our first chair to last call reputation. From the time we first launched a street stance into snowboarding way back when, we've scored our share of sick days and out-of-hand nights. That nonstop mix of current flash and easy function defines our style and is why we get instant respect in scenes not short on flavor.

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Technical Elements

Ride and Relax Bro

Riding with a powder skirt is smart, but rocking one in the cafeteria looks a bit gripped. Ride/relax unsnaps at the back to ease up during lodge breaks or morning dumps.

Tuck and Roll Tab

Pirate pants look stupid. This tuck-and-tab system is a way better way to keep gaiters from tripping you up or dragging in the mud.

Pop and Lock Hem Adjuster

Four inches of lift is what you get when you reach into the pocket and pop this lifter. Lock it in place like a hood cinch to keep hems off the asphalt and out of the muck.

Ease Out Venting

Feeling hot when riding hard is not really cool. To dump heat, sweat and steam, the majority of our styles use pit, hip or inseam vents that let air peacefully flow.

The Z Liner

Most Gore-Tex® shells feel plain on the surface since textured fabrics are hard to certify. The hanging Z Liner allows us to back an exotic fabric with waterproof Gore-Tex®.

Details, Details

Blend is known for style, but we never skimp on detail. Each component, from pockets and hoods to flaps and zips, is pieced out perfectly so you have no need to stress the details.

Custom Kit

A jacket that looks the same sucks, especially if it's the one you just bought. Our styles switch it up with custom options, from removable fur and flash patterns to single-season specialties.

Roll Tape

We know that damp and dank do not make snowboarding more fun. So this season every piece in the Blend line is fully seam taped to prevent leakage and stop seepage.

Sagproof Gaiter

The problem with running 'em low on powder days is snow shooting into the moon. This inverted gaiter pulls up from the pant to stop snow from falling down the drawers.

Jean on Jean

Blend's style and success was built on denim and this season we bring it back as a flavorful option at the 15K and 10K level. Just one warning: jacket or pant only please.

Luxurality

The Lux Touch Dobby base fabric for our Principal and Nova groups has the coated hand of a luxury feel. Anything else would be uncivilized.

Ladies First

To give the girls what they want we injected ladies-only patterns, softer colors and feminine detailing into the Blend line. No more mistaken gender identity in the park.

Crash

Light Insulated Jacket

62

Substance
Group



Cheat Sheet: Tailoring visits this light-loft jacket with Four Seasons class

Check Out: Functional off-center snaps complement slim Electra shape

Tech: Flannel lining / Hidden hand pockets / Light loft / Pit zips / Shed hood / Forearm snaps

Fabric: Baby Herringbone 10,000mm / 10,000g



White Wild Thang



Brown Flower Power



Black Wild Thang



St. Tropez



Cool Gray Flower Power



White

Onyx

Shell Jacket



Cheat Sheet: Headphone fashion for the girl not afraid to be loud in line

Check Out: Side vents let heat escape when wearing the full hood

Tech: Flannel lining / Easy rider fit / Pit zips / Fixed hood / Stitch detailing

Fabric: Baby Herringbone 10,000mm / 10,000g



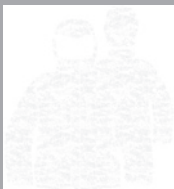
Black Wild Thang



Grape Royal



Kelly



Cool Gray Flower Power



White Wild Thang



Castle Wall

Spice

Puffy Jacket



Cheat Sheet: Puffy angled baffle bomber to mix up the old jacket routine

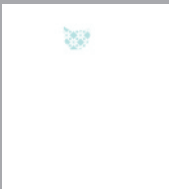
Check Out: A slim Electra fit nicely contrasts pants that rise assertively low

Tech: Flannel lining / Shed hood / Pocket and patch stitch detail / Rib knit hem

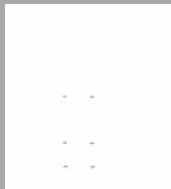
Fabric: Baby Herringbone 10,000mm / 10,000g



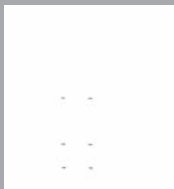
White Wild Thang



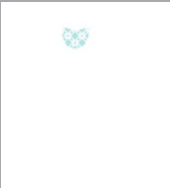
Black Wild Thang



Green Flower Power



Castle Wall



Black

63

Substance
Group

Toofer

Removable Liner System Pant

14

Principal Group



Cheat Sheet: Shell/liner combo that serves up value like two-for-one taco night
Check Out: Zip-in game-on pant won't weigh you down like the resulting gut bomb
Tech: Sagproof gaiter / Inseam vents / Exterior snap hem / Two-tier cargos
Fabric: LuxTouch Dobby Nylon 15,000mm / 10,000g



Crosshatch Denim /
Olive Gray Liner



South Beach /
Black Liner



Brent Plaid /
Olive Gray Liner



Courage /
Black Liner



Olive Grey /
Olive Grey Liner



Black /
Black Liner

Commander

Fully Insulated Pant



Cheat Sheet: Quilted insulation warms this cargo better than blaze orange
Check Out: The sagproof gaiter keeps pow from shooting into the moon
Tech: Sagproof gaiter / Inseam vents / Two-tier cargos / Stash pocket
Fabric: LuxTouch Dobby Nylon 15,000mm / 10,000g



Brent Plaid



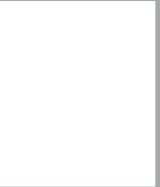
Courage



Olive Grey



Battleship



Chocolate



White



Memento



Black

Annex

Technical Shell Pant



Cheat Sheet: More storage and an articulated fit for just a few extra bills
Check Out: Enough patterns and pantones to match any Blend jacket
Tech: Sagproof gaiter / Inseam vents / Articulated knee / Multi-zip utility pockets
Fabric: LuxTouch Dobby Nylon 15,000mm / 10,000g



Grape Royal



White



Brent Plaid



Green Beach Check Splash



Crosshatch Denim



South Beach



Olive Grey



Memento



Black Check Splash



Black



Purmk Check Splash



Topiary Green

Fact

Technical Shell Pant



Cheat Sheet: Solid waterproof security with glossy get-the-shot flash
Check Out: Punk Check Splash makes glam-rock neon look tame
Tech: Sagproof gaiter / Inseam vents / Zig-zag stitch detail
Fabric: LuxTouch Dobby Nylon 15,000mm / 10,000g



Black



Crosshatch



Kelly



Battleship



Red



Purmk Check Splash



Courage



Chocolate

15

Principal Group