



L1 PREMIUM GOODS

EST



MMII

-FREEDOM IN VERSATILITY-

19/20 COLLECTION









# FREEDOM IN VERSATILITY

L1's unwavering mission to establish the highest quality product that speaks to both fashion and functionality. Serving the preconceived expectations on what technical outerwear should be. Our customers have a relatively diverse collection of styles and needs. Finding a common thread that binds and appeals to those needs is our fundamental goal.

For this 2019 /2020 season L1 Premium Goods continues to push these boundaries ; while maintaining our commitment to versatile designs, high quality materials, and attention to detail that is rapidly becoming a sought-after commodity in our current throw-away culture.

I hope you enjoy this new, more refined collection with its subtle contemporary twist.

- Jon Kooley

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# L1 PREMIUM GOODS TEAM

Our team has been and always will be the cornerstone of the brand. Anchoring the line, they are the defining agent and fundamental inspiration season after season. Laying the groundwork for creativity as L1 explores new possibilities moving forward. Incorporating these diverse personalities and needs helps in ultimately defining the brand and what we stand for.



**Joe Sexton**

Dedicated to progression, Joe oozes creativity and style. A true inspiration to his generation and generations to come. His unwavering love for snowboarding is youthful and contagious.



**Sam Taxwood**

Able to adapt and flourish in any condition on any terrain. Sam's young and powerful with a refreshing take on snowboarding and style.



**Dominik Wagner**

Undeniable focus and attention to detail. Dominik rides with power and finesse while single-mindedly striving for perfection.



**Lucas Baume**

Hailing from Switzerland, Lucas has used his snowboarding to express himself since the moment he first strapped in. Cultivating a unique style of snowboarding through his multicultural background, while adding elements of creativity and fun sometimes overlooked.



**Christy Prior**

Christy possesses the un-tangible, the thing you admire and but don't completely understand; paired with power, confidence and an easygoing New Zealand style. She is a true inspiration to women snowboarders around the world.



**Justin Keniston**

Effortless style and a true free spirit, Justin embodies the essence of freedom. With so many aspects to his talents and interests, Justin is equally interesting and creative both on and off his board.



**Simon Gschaidner**

Enthusiastic drive, Simon has that youthful go-for-broke mentality both on and off the board. Simon possesses the passion to motivate people of all backgrounds to just live in the moment.



**Wang Lei**

Cool and quiet, a silent killer with an outlook on snowboarding and life that is truly humbling. Not only does he redefine style and poise, but he plays an integral part in progressing snowboarding in China through various associations and his unwavering love of the sport.



**Jeremy Jones**

Absolute legend, Jeremy has helped mold snowboarding into what it is today. Setting trends as well as setting the bar. A true leader and pioneer within the sport.



# THE 20K STANDARD

For us, premium quality is key. It solidifies us as a stand-alone brand within snowboarding, taking care with even the most minuet details sometimes overlooked. As we chase this ever-changing definition of premium, we decided to incorporate 20k/20k waterproofing throughout the vast majority of the line. Not only offering the refined fits, unique fabrics and attention to detail you’ve come to expect, but also a performance aspect.

Truly melding the worlds of fashion and function.

## TECH INFO

### WATERPROOFING & BREATHABILITY

20K  
WATERPROOFING

20,000mm Waterproofing

10K  
WATERPROOFING

10,000mm Waterproofing

DWR  
WATER & WIND RESISTANT

DWR (Durable Water Repellent) coating.



WICKING

Made with fabric that moves moisture away from the body to keep you dry and comfortable.

20K  
BREATHABILITY

20,000g Breathability

10K  
BREATHABILITY

10,000g Breathability

SHELL  
SINGLE LAYER & WIND RESISTANT

Non-insulated garment, single layer, and wind-resistant.



BREATHABLE

Made with fabric that moves heat away from your body to maintain a comfortable body temperature.

### LAYERING & TAPING



3-layer shell fabric is waterproof, windproof, and breathable. The fabric features a water-repellent finish, a waterproof/breathable membrane, and a lightweight knit interior. No lining. The 3 layers are bonded to become one lightweight fabric to protect you from the elements.



2-layer shell fabric is waterproof, windproof, and breathable. The fabric features a water-repellent finish, a waterproof/breathable membrane, and a tricot or mesh interior lining for added comfort.



QUICK DRY

Made with quick-drying fabric.



FULLY SEAM SEALED

All seams and areas with stitch lines are heat sealed with water-repellent tape.



CRITICALLY SEAM SEALED

Main seams and areas with stitch lines are heat sealed with water-repellent tape.



4 WAY STRETCH

Made with yarn that stretches in both directions, crosswise and lengthwise.

### INSULATION & FIT

150g  
INSULATION

150 grams of insulation all over.

120g  
INSULATION

120 grams of insulation all over.

100g  
INSULATION

100 grams of insulation all over.

80g  
INSULATION

80 grams of insulation all over.

60g  
INSULATION

60 grams of insulation all over.

40g  
INSULATION

40 grams of insulation all over.

REGULAR FIT

Traditional outerwear fit with room to layer, but not too loose. Relaxed through the hips and thighs with a regular leg opening.

SKINNY FIT

The Skinny gives you a tight fit through the hips, thighs, knees, and calves with enough room to go over your boots.

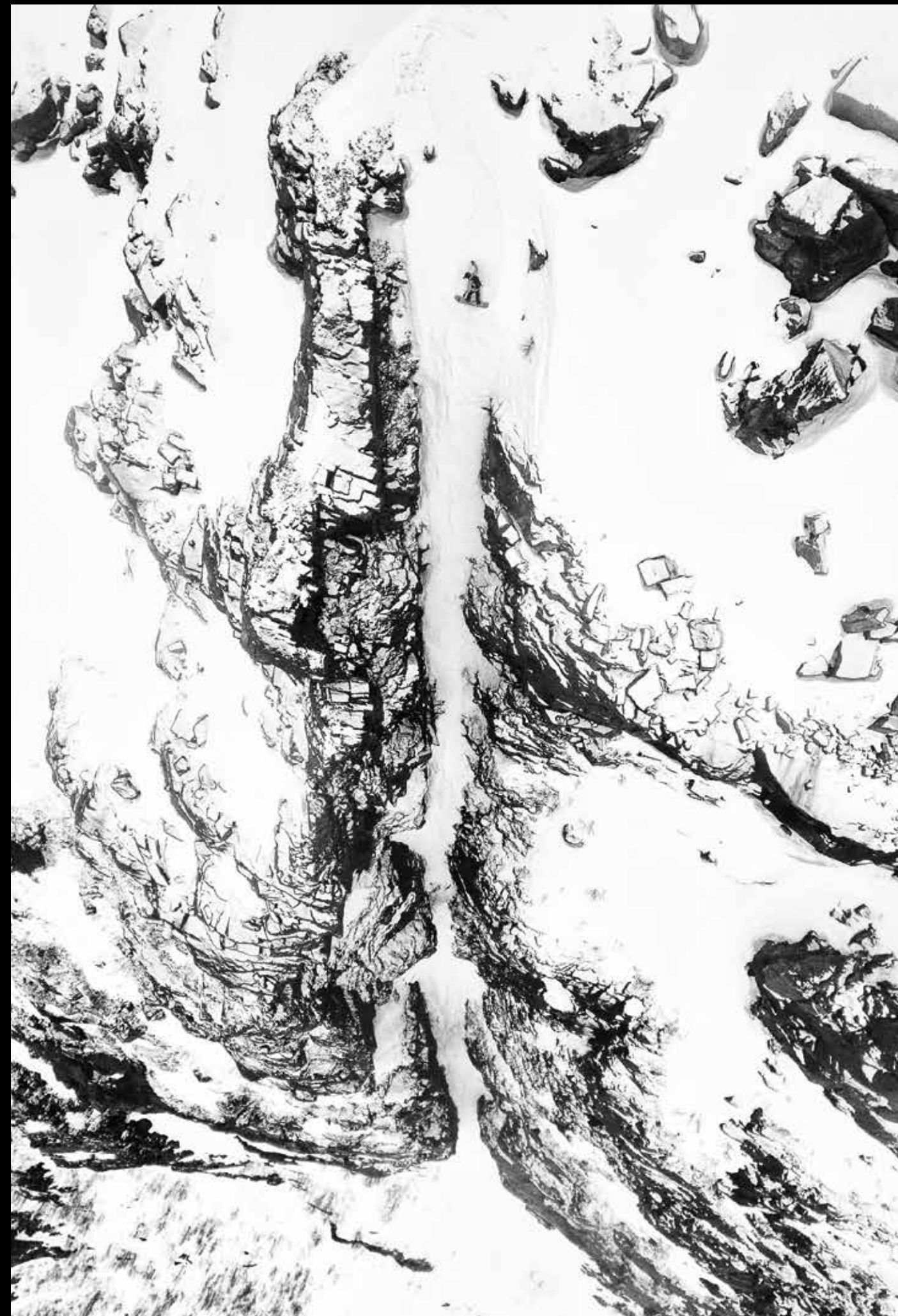
SLIM FIT

Designed to be snug on the hips and thighs. Our slim fit gives you a fashion-forward look, tailored but not too tight.





DOMINIK WAGNER  
PHOTO: MARKUS ROHRBACHER





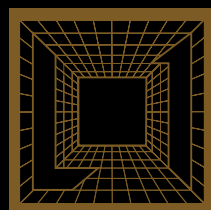
# THEOREM

## == L1 PREMIUM GOODS

THE EXPERIMENT IN GRAVITATIONAL DISTORTION

Theorem, a statement in redefining  
performance outerwear.

Created as a stand-alone capsule,  
this is our experiment in elite  
functional outerwear. Motivated by  
the single-minded desire to elevate  
the perception of premium.







SAM TAXWOOD  
PHOTO: BOB PLUMB

## THEOREM FABRIC: THE WORLD'S MOST PREMIUM STRETCH AND FIT



L1 at it's core - Theorem uses our highly waterproof 3 layer 4-way stretch fabric, fused with our disruptive aesthetic. Functional, waterproof and built to empower riders to continue to push the limits of snowboarding in the most premium garments we've made to date.









The Alpha is our premier snowboard jacket in our new Theorem collection. Impressive waterproofing and stretch 3 layer fabric will let you push the outer limits of snowboarding without sacrificing style.



Tobacco



Back



Black



Bombay



#### Features:

2-way water resistant front zip \* large snowsafe hand and chest pockets \* chest vents \* shock cord hood and hem adjust \* soft chin and neck guard \* inner storm flap \* jacket to pant snap away powder skirt \* elastic insert at powder skirt for better movement \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* inner zip pocket with cord exit and cable guide \* goggle pocket \* zip pass pocket in left sleeve hem \* key clip

Fabric: 3-Layer 4-way stretch

#### Materials:

Outershell: 50% Nylon, 37% Polyester, 13% Spandex  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Powderskirt: 100% Nylon  
Sleeve Gaiter: 80%Nylon, 20%Spandex





L1's elite pullover style meets advanced stretch 3 layer fabric and high-tech construction. The Boreum jacket breathes a bit of edge into functional mountain outerwear.



Bombay

Back



Sapphire

Black

Jeremy Jones  
Signature Colorway:



#### Features:

3/4 water resistant front zip \* large covered chest pocket with zip and inner mesh pocket with cord exit \* hand pockets with water resistant zip \* sleeve pocket \* 2way side entry zip with doubles as an underarm vents \* shock cord hood and hem adjust \* soft chin and neck guard \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* zip pass pocket in left sleeve hem \* key clip

Fabric: 3-Layer 4-way stretch

#### Materials:

Outershell: 50% Nylon, 37% Polyester, 13% Spandex  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Powderskirt: 100% Nylon  
Sleeve Gaiter: 80%Nylon, 20%Spandex





Our Gamma insulation jacket is versatile enough to be worn alone or layered under your shell. Quilted insulation and a minimalist design to match everyone's style.



Black



Back



Tobacco



Back

**DWR**  **100g**   
WATER & WIND RESISTANT INSULATION

#### Features:

1-way front zip \* zip hand pockets \* stand up collar  
\* ribbing at back of cuff and hem \* inner storm flap

**Fabric:** Lightweight Melange

#### Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeve, Pocket Bags: 100% Nylon





The Helix is our multi-functional layering piece to be worn under the Alpha or Boreum shell. Specially designed venting works with your outer layer to keep you cool as you continue to push your limits.



Black



Tobacco

**DWR** WATER & WIND RESISTANT **80g** INSULATION

#### Features:

1-way front zip \* stretch lining\* mesh lined chest vents \* stand up collar \* zip hand pockets \* stretch sleeve cuff \* inner storm flap

**Fabric:** Lightweight 4 way stretch

#### Materials:

Outershell: 50% Nylon, 37% Polyester, 13% Spandex  
Lining: 86% Polyester, 14% Elastane  
Pocket Bags: 100% Polyester





The Gemini pant is everything you're looking for in a technical pant without sacrificing your elevated style. Made with stretch 3 layer fabric that moves with you.



Black



Back

Jeremy Jones  
Signature Colorway:



Tobacco



Sapphire



#### Features:

Fly zip with snap/ loop and hook closure \* soft tricot lined seat, waist band and fly \* Velcro adjustable waist \* zip hand pockets \* cargo leg pocket \* snow safe back pockets \* inner leg vents \* zip leg gussets \* crotch gusset \* articulated legs \* jacket to pant connection loops with snaps \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem

Fabric: 3-Layer 4-way stretch

#### Materials:

Outershell: 50% Nylon, 37% Polyester, 13% Spandex  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg and Gaiter: 100% Nylon





Not your average Long John's, the Exo provides superior warmth without the bulk. The moisture-wicking, breathable fabric will let you ride harder and longer to keep you comfortable throughout the day.



Black / Tobacco



Back



Black



Back



#### Features:

Mock Neck Collar \* Center Front Zip Entrance \* Drop out Zip \* Storm Flap with Chinguard \* Thumb Holes \* Fly Access and Flat Locked Seams \* Reusable Merch Bag

#### Mens 1st Layer 1 Piece

#### Materials:

93% Polyester,  
7% Spandex











# NIGHTWAVE



The Nightwave is our most technical women's snowboard jacket yet, giving you all-mountain style and superior performance. The asymmetrical zipper front and exposed zipper pockets give you a moto-inspired look with all the functionality you expect out of this premier piece.



Rebel



Back



Black



Tobacco



## Features:

2-way water resistant front zip \* water resistant chest and hand pocket zips \* chest vents \* shock cord hood and hem adjust \* soft chin and neck guard \* inner storm flap \* jacket to pant snap away powder skirt \* elastic insert at powder skirt for better movement \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* inner zip pocket with cord exit and cable guide \* goggle pocket \* zip pass pocket in left sleeve hem \* key clip

Fabric: 3-Layer 4-way stretch

## Materials:

Outershell: 50% Nylon, 37% Polyester, 13% Spandex  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Powderskirt: 100% Nylon  
Sleeve Gaiter: 80% Nylon, 20% Spandex





Layer up in the Lyra. This insulation jacket is the perfect piece to layer under your riding jacket, or wear it alone on warmer days.



Black



Tobacco

**DWR** 100g  
WATER & WIND RESISTANT INSULATION

#### Features:

1-way front zip \* zip hand pockets \* stand up collar  
\* ribbing at back of cuff and hem \* inner storm flap

Fabric: Lightweight Melange

#### Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Hand Pocket Bags: 100% Nylon





The Nix is designed to work in conjunction with our Nightwave outerwear shell as an insulation piece. Special venting works with your outer layer to keep you cool as you continue to push your limits.



Black

Back



Rebel

Back



#### Features:

1-way front zip \* stretch lining\* mesh lined chest vents \* stand up collar\* zip hand pockets \* stretch sleeve cuff \* inner storm flap

Fabric: Lightweight 4 way stretch

#### Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeve, Pocket Bags: 100% Nylon





Now entering the Cosmic Age! This stretch 3 layer 20K/20K women's snowboard pant will keep you dry and going all day, no matter the conditions.



Black



Back



Tobacco



Rebel



#### Features:

Fly zip with snap closure \* soft tricot lined seat, waist band and fly \* Velcro adjustable waist \* zip hand pockets \* snow safe back pockets \* inner leg vents \* zip leg gussets \* articulated legs \* jacket to pant connection loops with snaps \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem

Fabric: 3-Layer 4-way stretch

#### Materials:

Outershell: 50% Nylon, 37% Polyester, 13% Spandex  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg and Gaiter: 100% Nylon



The Neso base layer will keep you extra warm without adding unnecessary bulk. Moisture-wicking and breathable, you'll be riding harder and longer this season.



Black / Tobacco



Back



Black



Back



#### Features:

Mock Neck Collar \* Center Front Zip Entrance \* Drop out Zip \* Storm Flap with Chinguard \* Thumb Holes \* Fly Access and Flat Locked Seams \* Reusable Merch Bag

#### Womens 1st Layer 1 Piece

#### Materials:

93% Polyester,  
7% Spandex



CHRISTY PRIOR  
PHOTO: MARKUS ROHRBACHER





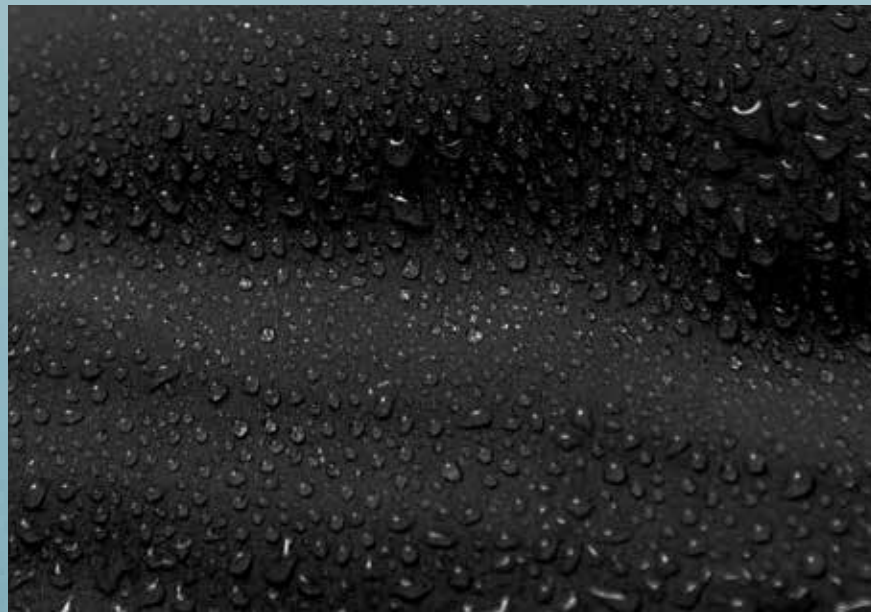
DOMINIK WAGNER  
PHOTO: KNUT ELIASSEN



## MENS JACKET COLLECTION









# SUTTON



The Sutton is our classic snowboard jacket, and you can see why. Featuring 4 pockets and dull oxidized copper metal snaps, this is the classic outerwear jacket you've been looking for. We've updated it this year with 20K/20K waterproofing and breathability so you can stay dry even on white-out days.



Rust

Back



Tobacco

Black

Military



Features:

2-way front zip \* snow safe chest pockets with 1 zip \* double entry hand pocket with side zips \* metal zip details \* mesh lined underarm zips \* shock cord hood and hem adjust \* soft chin guard \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* inner zip pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric: Micro Herringbone

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon





Military-inspired design with a longer silhouette. The Grimey is functional with 20K/20K waterproofing and a zip-out hood, while still maintaining L1's signature street-inspired style.



Wang Lei  
Signature Colorway:



Black

Back



Military



Back



Features:

Metal 2-way front zip \* oversized zip chest pockets \* metal zip sleeve pocket \* collar with packable hood\* shock cord hood adjust \* mesh lined underarm zips \* soft chin guard \* secure chin and hem snap \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* rib sleeve gaiter \* inner zip pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric: Cotton feel Ripstop

Materials:

Outershell: 100% Nylon  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon



# AFTERSHOCK JACKET



Back by popular demand, we've updated the Aftershock with a new quilting pattern and new colors to give it a fresh streetwear meets mountain look. This is the riding pullover you'll need this season.



Bombay



Back



Sapphire



Black



Gunmetal



Features:

¾ water resistant front zip \* 2-way side entry zip with doubles as an underarm vent \* large covered chest pocket with zip \* zip hand pockets \* shock cord hood adjust \* mesh breathing vents \* soft chin guard \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* key clip

Fabric: Quilted Micro Rip

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon





The Legacy is an L1 staple, a classic snowboard jacket with an L1 twist. 20K/20K protection, this jacket is versatile enough to keep you warm all season. Unique details like two-tone metal snaps and billowed pockets give it a distinct L1 style.



Ink / Rust

Back



Black/Tobacco

Espresso / Gunmetal

Black Camo



Features:

2-way front zip \* zip chest pocket \* double entry hand pockets with side zips \* mesh lined underarm zips \* shock cord hood and hem adjust \* soft chin guard \* secure chin and hem snap \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* inner zip pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric: Broken Twill / Oxford

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon





The Hasting is back with 20K/20K to keep you dry in the snowiest conditions. This baseball-inspired jacket will give you a bit of flair without breaking your budget.



Black/ Checker

Back



Black/ Tobacco

Black Camo

Ink / Rust

Military/ Black



Features:

1-way front zip \* zip chest and hand pockets \* mesh lined underarm zips \* shock cord hood adjust \* soft chin guard \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* secure inner pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric:  
Ottoman / Black Camo is Broken Twill

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon



# TAXWOOD JACKET



The Taxwood signature jacket was designed to fit Sam’s versatile style of snowboarding. The lightweight shell and 20K waterproofing can take him from the streets to the high mountains. See why this jacket stands out in every condition.



Walnut



Back



Silt



Black

Sam Taxwood  
Signature Model:



Features:

2-way water resistant front zip \* heat bonded plackets \* zip hand pockets \* shock cord 2- way shock cord hood adjust \* shock cord hem adjust \* adjustable cuff \* inner zip pocket with cord exit and cable guide \* key clip \* LI injection mold logo on left sleeve and back shoulder \* LIsilicon and heat transfer trims package

Fabric: 3-Layer Flat face fabric with printed tricot interior

Materials:

Outershell: 100% Nylon,  
Back: 100% Polyester  
Membrane: 100% Polyurethane  
Lining: 100% Nylon





See why the Fillmore jacket is the staple you need your winter closet. The minimalist design gives you everything you need from a snowboard jacket with a zip-out hood, 20K/20K waterproofing, and 60 grams of insulation to keep you warm.



Bombay

Back



Ink



Military



Features:

1-way front zip \* zip hand pockets \* collar with packable hood, closed by zip \* shock cord hood adjust with metal tips \* adjustable cuff \* soft chin guard \* inner storm flap \* jacket to pant snap away powder skirt \* stretch sleeve gaiter with thumbhole \* secure inner pocket with cord exit and cable guide

Fabric: Micro Twill

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon





This workwear-inspired jacket is perfect both on and off the mountain. Our Wilcox jacket features a warm 60 grams of insulation and lined with our new jacquard Aztec brushed flannel to keep you cozy all season.



Black



Back



Rust



Espresso



Tobacco



Features:

1-way front zip \* secure chin and hem snaps \* metal zip chest pocket \* zip hand pockets \* flat draw cord hood adjust with metal tips \* shock cord hem adjust \* soft chin guard \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* inner zip pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric:  
Quilted Ottoman with Aztec lining

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon



# ROCKEFELLER



We've updated the Rockefeller this year with a folded ribbed collar and cuffs to give it a distinctly workwear-inspired look. Diamond quilting and our new jacquard Aztec brushed flannel lining add a bit of flair to an L1 classic.



Military



Back



Tobacco



Ink

**DWR**  **20K**  **60g** 

**Features:**

2-way metal front zip \* zip hand pockets \* rib collar and cuffs  
v\* soft chin guard \* inner storm flap\* secure inner pocket

**Fabric:** Micro Twill with Aztec Lining

**Materials:**

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Hand Pocket Bags: 100% Nylon





Might have been raised in a barn, but the Hamilton isn't short on style. This sherpa-lined chore coat is Joe Sexton's favorite style. Choose from Joe's signature Aztec print or classic denim



Aztec

Back



Denim



Back

**DWR** WATER & WIND RESISTANT **40g** INSULATION

Features:

- Button up front \* chest pockets with button closure
- \* welt hand pockets \* denim weight topstitch \* fold over collar with under stitch detail
- \* button down sleeve plackets
- \* L1 branded buttons with keyhole button holes

Fabric: Denim / Aztec with Faux Shearling lining

Materials:

- |  |   |
|--|---|
| <b>Aztec Colorway:</b>                       | <b>Denim Colorway:</b>                                    |
| <b>Outershell:</b> 100% Polyester            | <b>Outershell:</b> 65% Cotton, 32% Polyester, 1% Elastane |
| <b>Insulation:</b> 100% Polyester            | <b>Insulation:</b> 100% Polyester                         |
| <b>Lining:</b> 100% Polyester                | <b>Lining:</b> 100% Polyester                             |
| <b>Sleeves, Hand Pocket Bags:</b> 100% Nylon | <b>Sleeves, Hand Pocket Bags:</b> 100% Nylon              |





Bone / Black



Back



Black / Tobacco



Back

**DWR** **60g**  
WATER & WIND RESISTANT INSULATION

Features:

- 1-way front zip with kissing welt \* zip hand pockets
- \* zip inner pocket \* draw cord hem adjusts
- \* gathered elastic cuff

Fabric: Nylon Taffeta

Materials:

- Outershell: 100% Polyester
- Membrane: 100% Polyurethane
- Insulation: 100% Polyester
- Lining: 100% Polyester
- Sleeves, Hand Pocket Bags: 100% Nylon

Elevating an L1 classic, we've added a hood to the Stooge. For fans of the brand, this year there are screen prints on the chest and back, as well as down the sleeves. Make sure everyone knows which brand you love.





The Westmont flannel is DWR coated, and the perfect lighter weight addition for spring riding and rails. Designed for days when you don't need a jacket but still want protection.



Black / Tobacco



Back



Espresso / Sapphire



Back

**DWR**  **60g**   
WATER & WIND RESISTANT INSULATION

Features:

- Snap to close front \* snap to close chest pocket
- \* inseam hand pockets with snap closure
- \* snap to close sleeve plackets \* zip inner pocket

Fabric: Brushed Polyester  
Heavy weight Flannel

Materials:

- Outershell: 100% Polyester
- Membrane: 100% Polyurethane
- Insulation: 100% Polyester
- Lining: 100% Polyester
- Sleeves, Hand Pocket Bags: 100% Nylon



# RIDING FLEECE



Our Riding Fleece is a layering piece to keep you warm on the coldest days or wear it alone in spring. Cozy plush fleece with a light DWR coating.



Black / Tobacco print



Back



Ink



Back

**DWR**  
WATER & WIND RESISTANT

**Features:**

¾ front zip \* inseam hand pockets \* elastic stretch cuffs and hem

**Fabric:** Brushed Fleece

**Materials:**

Outershell: 100% Polyester  
Insulation: 100% Nylon



**MENS PANT**  
**COLLECTION**





# MENS PANT FIT GUIDE

## SKINNY FIT

The Skinny gives you a tight fit through the hips, thighs, knees, and calves with enough room to go over your boots.



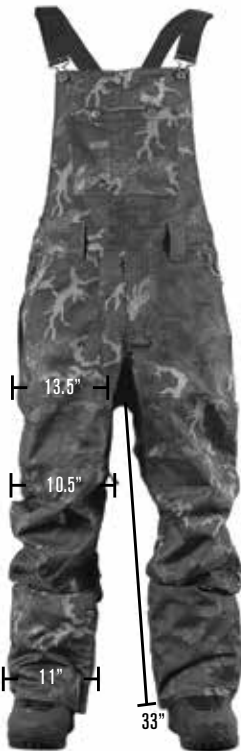
## SLIM FIT

Designed to be snug on the hips and thighs. Our slim fit gives you a fashion-forward look, tailored but not too tight.



## REGULAR FIT

Traditional outerwear fit with room to layer, but not too loose. Relaxed through the hips and thighs with a regular leg opening.



\*Measurements based on size Medium

## BODY MEASUREMENTS

	XS		S		M		L		XL		XXL	
WAIST	28-30	71-76cm	30-32	76-81cm	32-34	81-86cm	34-36	86-92cm	36-38	92-97cm	38-40	97-102cm
INSEAM	32	81cm	32.5	83cm	33	84cm	33.5	85cm	34	86cm	34.5	87cm





# OVERALL



Our classic Overalls feature elastic straps to give you more ease of movement. Now with 20K/20K waterproofing, they can also withstand the heaviest powder days.



Black Camo



Back



Checker



Espresso



Black



Features:

Adjustable shoulder straps with metal hardware \* Fly zip \* zip hand pockets \* zip back pockets \* tool pocket \* mesh lined leg venting \* zip leg gussets \* crotch gusset \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* taffeta lined

Fabric: Oxford / Black Camo is Broken Twill. Checker is Ottoman

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Lining: 100% Nylon  
Upper Body, Vents, Hand Pocket Bags: 100% Polyester



AMERICANA



The Americana is a true workwear meet snowboarding pant.  
20K/20K waterproofing ensures that you'll stay dry and warm in all conditions.



Espresso



Back



Black



Rust



Black Camo

20K

WATERPROOFING

20K

BREATHABILITY

2L

INSULATION

60g

INSULATION

REGULAR FIT

Features:

Fly zip with snap/loop and hook closure \* soft tricot lined waist band and fly \* zip hand pockets \* zip back pockets \* tool pocket \* meshed lined leg venting \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* taffeta lined

Fabric: Oxford / Black Camo  
is Broken Twill

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Nylon  
Waistband, Hand Pockets, Vents: 100% Polyester



BRIGADE



Like your most-loved military-inspired cargos, the Brigade features side cargo pockets and a more relaxed fit. Made with 20K waterproofing and 60 grams of insulation in the seat and knees, you'll be reaching for these pants all season.



Military



Back



Moon



Black Camo



Black

20K

WATERPROOFING

20K

BREATHABILITY

2L

INSULATION

60g

INSULATION

REGULAR FIT

Features:

Fly zip with shank closure \* soft tricot lined waist band and fly \* zip hand pockets \* back pockets with flap \* cargo pockets \* mesh lined leg venting \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* taffeta lined

Fabric: Broken Twill

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Lining: 100% Nylon  
Waistband, Hand Pockets, Vents: 100% Polyester



# SLIM CHINO



An L1 classic, our Slim Chino is made with stretch twill to give you the freedom of movement in any conditions. The tailored fit mimics your everyday chinos.



Tobacco



Back



Espresso



Moon



Black



SLIM FIT

**Features:**

Fly zip with shank closure \* soft tricot lined waist band and fly \* zip hand pockets \* zip back pockets \* mesh lined leg venting \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* mesh lined

Fabric: Calvary Stretch Twill

**Materials:**

Outershell: 98% Polyester, 2% Elastane  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg and Gaiter: 100% Nylon





The 101 is Dominik Wagner's signature pant. Featuring a clean design to match Dominik's effortless style. The straight semi-tapered fit and no leg gusset at the bottom make them easy to slide on as you rush to get first tracks.



Black



Back



Bone



Gunmetal

Dominik Wagner  
Signature Model:



REGULAR FIT

#### Features:

Fly zip with snap closure \* soft tricot lined waist band and fly \* zip hand and back pockets \* mesh lined leg venting \* crotch gusset \* snow gaiters with gripper elastic \* boot hook \* key clip \* tapered leg \* reinforced hem \* taffeta lined

Fabric: Oxford

#### Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Lining: 100% Nylon  
Waistband, Hand Pockets, Vents: 100% Polyester



# AFTERSHOCK PANT



The Aftershock is back with an updated quilting pattern and encased elastic cuffs. With DWR coating and 20K breathability, it's sure to be your most-loved pant this season.



Black



Back



Sapphire



Bombay



Gunmetal

**DWR**  
WATER & WIND RESISTANT

**20K**  
BREATHABILITY

**2L**  
2 LAYERS

**60g**  
INSULATION

REGULAR FIT

Features:

- Elastic waistband \* waxed shoe lace belt \* soft tricot lined waist band and fly \* zip hand and back pockets \* mesh lined leg venting \* crotch gusset
- \* gathered elastic hem \* snow gaiters with gripper elastic
- \* boot hook \* key clip \* taffeta lined

Fabric: Quilted Micro Rip

Materials:

- Outershell: 100% Polyester
- Membrane: 100% Polyurethane
- Insulation: 100% Polyester
- Lining: 100% Nylon
- Waistband, Hand Pockets, Vents: 100% Polyester



THUNDER



Chino-style pockets and the perfect skinny fit, the Thunder is the skinniest pant we make.



Wang Lei  
Signature Colorway:



Gunmetal

Back



Ink

Rust

Black

Espresso



Features:

Fly zip with shank closure \* waxed shoe lace belt \* soft tricot lined waist band and fly \* slash hand pockets \* zip back and leg pocket \* zip leg gussets \* crotch gusset \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* mesh lined

Fabric: Calvary Stretch Twill

Materials:

Outershell: 98% Polyester, 2% Elastane  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg and Gaiter: 100% Nylon



# SKINNY TWILL



Always an L1 classic, our Skinny Twill will never go out of style. Complete with denim-inspired pockets and 20K/20K waterproofing.



Black



Back



Moon



Military



Tobacco



**Features:**

Fly zip with shank closure \* waxed shoe lace belt \* soft tricot lined waist band and fly \* denim style back and hand pockets \* zip leg pocket \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* key clip \* reinforced hem \* mesh lined

**Fabric:** Calvary Stretch Twill

**Materials:**

Outershell: 98% Polyester, 2% Elastane  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg: 100% Nylon



# SEXTON PANT



Joe Sexton was heavily involved in his signature pant and wanted it to fit like a '90s jogger. Joe likes pushing trends like he pushes progression.



Ink



Back



Black



Gunmetal

Joe Sexton  
Signature Model:



Features:

Adjustable webbing belt with buckle \* Elastic waistband \* soft tricot lined waist band and fly \* zip hand pockets \* zip back pocket \* mesh lined leg venting \* reinforced inside leg \* gathered elastic hem \* snow gaiters with gripper elastic \* boot hook \* mesh lined

Fabric: Calvary Stretch Twill

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg and Gaiter: 100% Nylon



# STRAIGHT STANDARD



The Straight Standard fits like your favorite pair of jeans without sacrificing protection. Now in our new checkered print, these pants are always a favorite.



Black



Back



Tobacco



Checker



Moon



Features:

Fly zip with shank closure \* soft tricot lined waist band and fly \* shirt collar with snap closure \* rib \* denim style hand pockets \* zip back pocket \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* mesh lined

Fabric: Ottoman

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg and Gaiter: 100% Nylon





New this year, the County is our workwear-inspired jumpsuit that is sure to make a statement on the mountain. Warm and waterproof, this one-piece is perfect for the outlaw at heart.



Black



Bombay

20K

WATERPROOFING

20K

BREATHABILITY

2L

INSULATION

60g

INSULATION

REGULAR FIT

Features:

Metal zip front entry \* soft tricot lined waist band and fly \* chest pocket with flap\* hand and back pocket zips \* denim style back and hand pockets \* rib sleeve gaiter \* adjustable cuffs \* mesh lined leg venting \* zip leg gussets \* snow gaiters with gripper elastic \* boot hook \* key clip \* taffeta lined

Fabric: Ottoman

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Nylon  
Upper Body, Vents, Hand Pocket Bags: 100% Polyester



## WOMENS JACKET COLLECTION











The Emma’s versatile long slim shape and 20K waterproofing can take you from the mountains to the streets with ease. The scalloped hem and zippered fishtail give you increased mobility, while the dull oxidized copper metal details make it a standout piece in the line.



Rust



Back



Tobacco



Black



Military



Features:

2-way front zip \* zip chest pocket \* double entry hand pockets with size zips \* zip underarm vents \* metal zipper details \* soft chin guard \* shock cord hood adjust \* waist adjust \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* inner zip pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric: Micro Herringbone / Oxford

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon



FAIRBANKS



The Fairbanks got a fresh update this year, with contrast reverse coil zippers and side zips for ease of movement. The modern minimalist aesthetic works both on and off the mountain.



Black



Back



Tobacco



Bone



Bombay



Features:

2-way front zip \* side hem zips \* zip chest pocket \* zip hand pockets \* draw cord hood, waist and hem adjust \* removable faux hood fur \* soft chin guard \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* secure inner pocket with cable guide \* key clip

Fabric: Micro Twill

Materials:

Outershell: 100% Polyester  
Hood Trim: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon



# RANGER



Meet the newest addition to our Women’s line — the Ranger is L1’s take on a classic M65 military jacket. It’s packed with unique details, like a zip-out hood, side zips, and quilting on the inner sleeve panels to give it a touch of moto flair.



Military



Back



Black



Back



Features:

Metal 2-way front zip \* large snow safe chest pockets \* zip hand pockets \* collar with packable hood\* shock cord hood adjust \* soft chin guard \* inner storm flap \* drawcord waist adjust \* jacket to pant snap away powder skirt \* adjustable cuff \* rib sleeve gaiter \* inner zip pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric: Cotton Feel Ripstop

Materials:

Outershell: 100% Nylon  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon





Anwen has become an L1 staple. A clean and classic snowboard jacket. Previously with only 10K/10K, we've upgraded it to 20K/20K and gave it 60 grams of insulation to give you a true all season, all conditions riding jacket.



Bone



Back



Rust



Cheetah



Rebel



Black



Features:

- 2-way metal front zip \* zip chest and hand pockets \* mesh lined underarm zips \* shock cord hood and hem adjust \* soft chin guard \* secure chin and hem snap \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* inner zip pocket with cord exit and cable guide \* goggle pocket \* key clip

Fabric: Oxford / Broken Twill

Materials:

- Outershell: 100% Polyester
- Membrane: 100% Polyurethane
- Insulation: 100% Polyester
- Lining: 100% Polyester
- Sleeves, Lower Body, Powder Skirt: 100% Nylon



PROWLER



Just when you thought you couldn't want the Prowler any more than you already do. This year's Prowler is in a class all its own. This updated pullover gives a nod to military-inspired style with its high funnel neck and oversized flap pockets. The two new prints make this street style meets mountain piece a must-have this season.



Cheetah Back



Checker / Bone Bombay Ink Black



Features:

- \* 1/4 front zip \* 2-way side entry zip with doubles as an underarm vent
- \* large covered chest pocket with zip \* double entry hand pockets with side zips
- \* draw cord hood and hem adjust \* soft chin guard
- \* inner storm flap \* jacket to pant snap away powder skirt
- \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* key clip

Fabric: Oxford / Broken Twill

Materials:

- Outershell: 100% Polyester
- Membrane: 100% Polyurethane
- Insulation: 100% Polyester
- Lining: 100% Polyester
- Sleeves, Lower Body, Powder Skirt: 100% Nylon





The Lalena is the essential riding jacket you need in your winter arsenal. The asymmetrical paneling and two-tone metal snaps give our anything-but-basic jacket an elevated feel.



Tobacco / Black

Back



Checker/ Black

Ink

Rebel



Features:

1-way metal front zip \* secure chin and hem snaps \* zip hand pockets \* mesh lined underarm zips \* shock cord hood adjust \* drawcord hem adjust \* soft chin guard \* inner storm flap \* jacket to pant snap away powder skirt \* adjustable cuff \* stretch sleeve gaiter with thumbhole \* secure inner pocket with cable guide \* goggle pocket \* key clip

Fabric: Ottoman/ Broken Twill

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Polyester  
Sleeves, Lower Body, Powder Skirt: 100% Nylon



# NIGHTINGALE



The Nightingale, our long quilted bomber is the jacket you'll be wearing, again and again, this season. The perfect blend of streetwear styling with an elevated design.



Bombay



Back



Black



Back



**Features:**

- 2-way front zip \* zip hand pockets \* zip side vents
- \* rib collar and sleeve gaiter \* adjustable cuff

**Fabric: Quilted Micro Rip**

**Materials:**

- Outershell: 100% Polyester
- Membrane: 100% Polyurethane
- Insulation: 100% Polyester
- Lining: 100% Polyester
- Sleeves: 100% Nylon



# CHINA GIRL



Up your cool factor with the China Girl — a sherpa-lined coach’s jacket that works both on and off the slopes. Choose from classic denim or our freshly introduced checkered print. It fits just like your ex-boyfriend’s jacket, but better. So much better.



Checker



Back



Denim



Back

**DWR** **60g**  
WATER & WIND RESISTANT INSULATION

**Features:**

- 1-way front zip with snap closure \* zip hand pockets
- \* zip inner pocket \* draw cord hood and hem adjust
- \* gathered elastic cuff \* diamond quilted lining

**Fabric: Denim / Ottoman**  
with Faux Shearling lining

**Materials:**

- |                                  |                                  |
|----------------------------------|----------------------------------|
| <b>Denim Colorway:</b>           | <b>Checker Colorway:</b>         |
| Outershell: 65% Cotton,          | Outershell: 100% Polyester       |
| 32% Polyester, 1% Elastane       | Membrane: 100% Polyurethane      |
| Insulation: 100% Polyester       | Insulation: 100% Polyester       |
| Lining: 100% Polyester           | Lining: 100% Polyester           |
| Sleeves, Pocket Bags: 100% Nylon | Sleeves, Pocket Bags: 100% Nylon |



# STRANGE LOVE



Silt / Gunmetal



Back



Back by popular demand, our Strange Love flannel is here for another season. The oversized fit makes it feel like you stole it from the boys.



Walnut / Ink



Back

**DWR** <sup>°</sup> **40g** <sup>°</sup>  
WATER & WIND RESISTANT INSULATION

**Features:**

- Snap down front \* snap to close chest pockets \* inseam hand pockets \* denim weight topstitch \* fold over collar
- \* snap down sleeve plackets \* L1 embroidery back shoulder
- \* L1 faux leather and metal trims package with woven label
- \* Quilted Peony printed satin lining

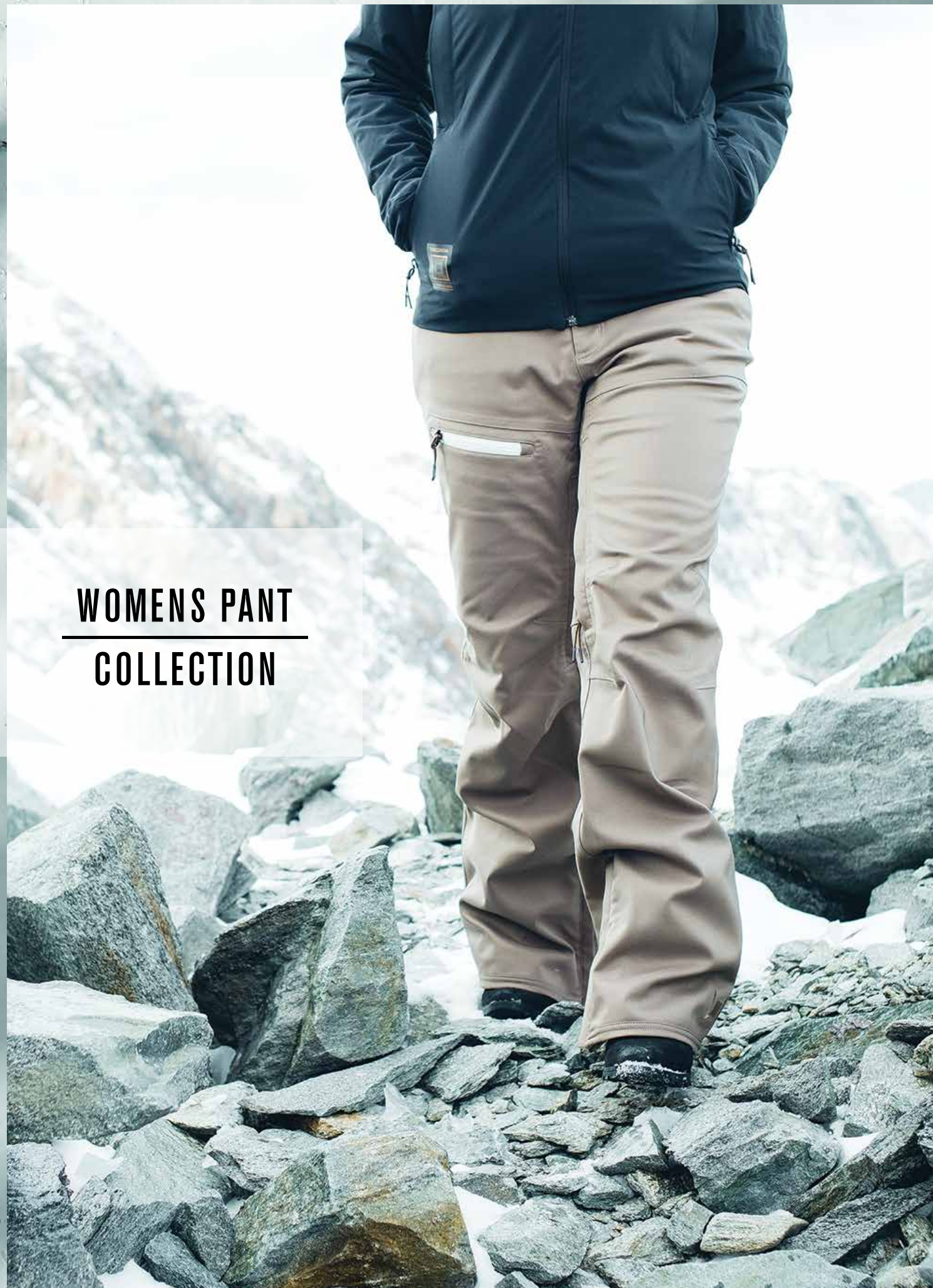
**Fabric: Flannel**

**Materials:**

- Outershell: 100% Polyester
- Insulation: 100% Polyester
- Lining: 100% Polyester
- Sleeves, Hand Pocket bags: 100% Nylon



**WOMENS PANT  
COLLECTION**

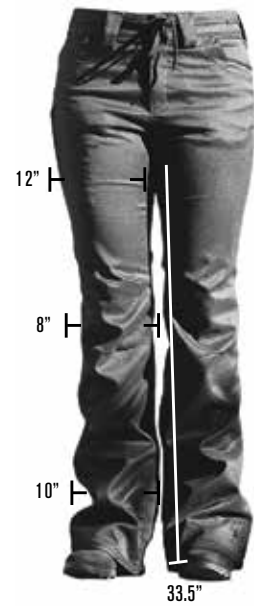




# WOMENS PANT FIT GUIDE

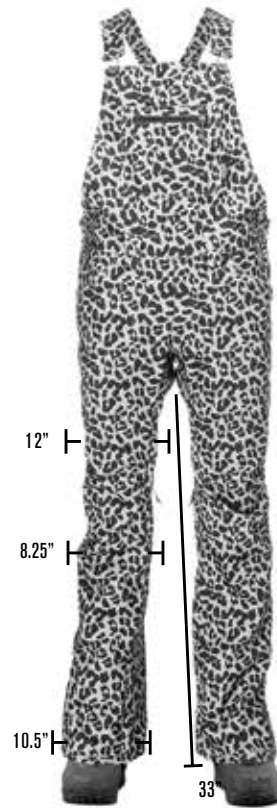
## SKINNY FIT

The Skinny gives you a tight fit through the hips, thighs, knees, and calves with enough room to go over your boots.



## SLIM FIT

Designed to be snug on the hips and thighs. Our slim fit gives you a fashion-forward look, tailored but not too tight.



## REGULAR FIT

Traditional outerwear fit with room to layer, but not too loose. Relaxed through the hips and thighs with a regular leg opening.



\*Measurements based on size Medium

## MEASUREMENTS

	XS		S		M		L	
WAIST	23-25	58-64cm	25-27	64-69cm	27-29	69-74cm	29-30	74-76cm
HIPS	33-35	84-89cm	35-37	89-94cm	37-39	94-99cm	39-41	99-104cm
INSEAM	32	81cm	32.5	83cm	33	84cm	33.5	85cm





LORETTA OVERALL



Oh, Loretta! Discover your country roots in these workwear-inspired overalls. Newly updated with a contrast reverse coil zipper chest pocket to give them a more modern look.



Cheetah



Back



Black



Bone



Ink

20K

WATERPROOFING

20K

BREATHABILITY

2L

2 LITERS

SHELL

TECHNOLOGY

REGULAR FIT

Features:

Adjustable shoulder straps with metal hardware \* denim style hand pockets \* zip chest pocket \* zip back pocket \* mesh lined leg venting \* zip leg gussets \* crotch gusset \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* mesh lined

Fabric: Calvary Stretch Twill

Materials:

Outershell: 98% Polyester, 2% Elastane  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg and Gaiter: 100% Nylon





Introducing the Apex — our moto-inspired snowboard pant.  
Copper metal hardware and quilted paneling throughout give this pant some serious edge.



Bone



Back



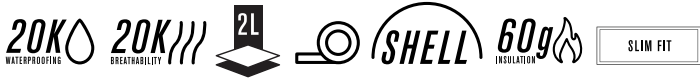
Black



Military



Tobacco



Features:

Fly zip with shank closure \* soft tricot lined waist band and fly \* zip hand pockets \* metal zip leg and back pockets \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* taffeta lined

Fabric: Calvary StretchTwill, Vintage Camo Colorway is Broken Twill

Materials:

Outershell: 98% Polyester, 2% Elastane  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Nylon  
Waistband, Hand Pockets: 100% Polyester



# HEARTBREAKER TWILL



The Heartbreaker Twill is our most-loved women’s snowboard pant. The skinny fit and stretch fabric make it easy to move as you tear down the mountain, breaking a heart or two along the way.



Tobacco



Back



Bone



Rebel



Black



Cheetah



Moon



Features:

Fly zip with shank closure \* waxed shoe lace belt \* soft tricot lined waist band and fly \*denim style back and hand pockets \* zip leg pocket \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* key clip \* reinforced hem \* mesh lined

Fabric: Calvary Stretch Twill

Materials:

Outershell: 98% Polyester, 2% Elastane  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg: 100% Nylon





Our Siren snowboard pant features an easy to wear boyfriend fit and exposed zipper detail on the leg. These pants are timeless and will go with every jacket in the line.



Moon



Back



Black



Ink

20K

WATERPROOFING

20K

BREATHABILITY

2L

POCKETS

60g

INSULATION

REGULAR FIT

Features:

Fly zip with shank closure \* soft tricot lined waist band and fly \* zip hand and leg pockets \* snow safe back pockets \* mesh lined leg venting \* zip leg gussets \* crotch gusset \* jacket to pant connection loops \* snow gaiters with gripper elastic \* boot hook \* key clip \* reinforced hem \* taffeta lined

Fabric: Calvary Stretch Twill, Vintage Camo Colorway is Broken Twill

Materials:

Outershell: 98% Polyester, 2% Elastane  
Membrane: 100% Polyurethane  
Lining: 100% Polyester  
Lower Leg: 100% Nylon





The minimalist design of this year's Helldiver lets your unique style speak for itself. The mechanic jumpsuit gives you an oversized fit to make a statement in the park.



Checker



Black



Military

20K

WATERPROOFING

20K

BREATHABILITY

2L

INSULATION

60g

INSULATION

REGULAR FIT

Features:

Metal zip front entry \* chest pocket with flap \* shirt collar with snap closure \* rib cuff gaiter \* adjustable cuffs \* slash hand pockets \* back pocket zips \* soft tricot lined waist band and fly \* gathered elastic hem \* snow gaiters with gripper elastic \* boot hook \* key clip \* taffeta lined

Fabric: Ottoman

Materials:

Outershell: 100% Polyester  
Membrane: 100% Polyurethane  
Insulation: 100% Polyester  
Lining: 100% Nylon  
Upper Body, Vents  
Hand Pocket Bags: 100% Polyester



**HANDWEAR**  
**COLLECTION**





# SABRA

Unisex Glove  
Sizes: S - XL  
  
Palm/ top of fingertips:  
Durable water-repellent leather

Shell 1: 100% Goat skin  
Shell 2: Neoprene  
Lining: 100% Polyester

Water repellent glove with leather palm  
\* Microfibre fleece lining \* Neoprene Cuff  
\* Vislon zip cuff closure \* Connecting clip on self-fabric leather loop  
\* Elastic webbing band loop

Designed to look like a traditional moto glove, the Sabra features water-repellent leather quilting across the knuckles and first 3 fingers and waterproof leather on the palm. A neoprene cuff gives it a snug fit.



Tobacco



Palm



Bone



Black

# RIMA

Unisex Glove  
Sizes: S - XL

Shell 1: 100% Goat skin  
Shell 2: 100% Polyester  
Rib: 100% Nylon  
Lining: 100% Polyester

Glove is made out of water repellent leather / Micro Ripstop \* Perforated leather palm \* Microfibre fleece lining \* 2x 2 rib cuff closure \* Connecting clip on self-fabric leather loop \* Elastic webbing band loop

The Rima is our most minimal glove, perfect for spring or when you don't want to add too much bulk.



Palm



Black



Bombay

# LO-FI

Unisex Mitt  
Sizes: S - XL

Insert: Hydro-Tex  
Waterproof breathable  
Insulation: 60g/ 40g palm

Shell 1: 100% Goat skin  
Shell 2: 100% Polyester  
Rib: 100% Nylon  
Lining: 100% Polyester

Water repellent glove with leather palm  
\* Microfibre fleece lining \* Neoprene Cuff  
\* Vislon zip cuff closure \* Connecting clip on self-fabric leather loop  
\* Elastic webbing band loop

A classic mitt with an LI twist. The Lo-Fi features perforated leather and micro rip-stop fabric on top to add texture and 60g of insulation for cold winter days.



Bone



Palm



Tobacco



Black

# THROTTLE HOUND

Unisex Glove  
Sizes: S - XL

Shell 1: 100% Goat skin

Water repellent Leather Glove \* Leather Palm \* Vislon zip cuff closure \* Connecting clip on self-fabric leather loop \* Elastic webbing band loop

Super slim design, the Throttle Hound is made with 100% goat skin black leather. Get ready to smoke 'em if you got 'em.



Palm



Black



## APPAREL COLLECTION





# STINSON PULL OVER

Fabric: 100% Cotton, 310g brushed Terry

- Regular Fit Hooded Pullover with ¼ Metal Zip
- Ribbed Hem and Cuffs
- Front Pouch Pocket
- Self Fabric Lined Hood
- Screen Print on Chest, Back and Down the Sleeve
- Woven Hem Label

We wanted a quarter-zip hoodie, so we made the Stinson Pullover. Our logo is screen printed down the right sleeve so you can flash everyone your favorite brand.



Ink



Heather grey

# PALMA ZIP

Fabric: 100% Cotton, 310g brushed Fleece

- Regular Fit Hooded Zip Pullover
- Ribbed Hem and Cuffs
- Front Pouch Pocket
- Self Fabric Lined Hood
- Metal Front Zip
- Tonal Chest and Back Embroidery
- Woven Hem Label

You can never go wrong with a heavyweight zip-up hoodie. Our Palma Zip features a small tonal embroidered logo on the chest.



Tobacco



Vintage Black

# WORDMARK PULL OVER

Fabric: 100% Cotton, 310g brushed Fleece

- Regular Fit Hooded Pullover
- Ribbed Hem and Cuffs
- Front Pouch Pocket
- Self Fabric Lined Hood
- Screen Print on Chest
- Woven Hem Label

The Wordmark Pullover is our classic hoodie with a large L1 Premium Goods logo on the front. Throw it on under your jacket for a day on the mountain.



Vintage Black



Oxblood Melange

# EMBLEM CREW

Fabric: 100% Cotton, 310g brushed Terry

- Regular Fit Crew Neck Pullover
- Ribbed Neck, Hem and Cuffs
- Chest Print
- Woven Hem Label

Show off your L1 pride in our Emblem Crew. This screen print crew neck is necessity all winter.



Oxblood Melange



Vintage Black

# REFINE CREW

Fabric: 100% Cotton, 310g brushed Terry

- Regular Fit Crew Neck Pullover
- Sideseam Hand Pockets
- Ribbed Neck, Hem and Cuffs
- Small Tonal Chest Embroidery
- Flatlock Stitchings
- Woven Hem Label

The Refine Crew features a small tonal embroidered logo on the chest, and side seam pockets to keep your hands warm this season.



Heather Grey



Vintage Black



# WORDMARK TEE

Fabric: 100% Cotton, 160g Jersey

Regular Fit T-Shirt  
Ribbed Neck  
Screen Print on Chest  
Woven Hem Wrap Label

The Wordmark Tee is our regular fit screen print t-shirt. Show off your L1 love all year long.



Banquet



Vintage Black



Vintage Black



Tobacco

# JASPER

Fabric: 100% Cotton, 250g Jersey Waffle

Regular Fit One-Button Henley T-Shirt  
Tonal Chest Embroidery  
Flatlock Stitchings  
Woven Hem Label

Jasper is your new favorite henley tee. Raglan sleeves and made with a jersey waffle fabric.

# STATEMENT POCKET TEE

Fabric: 100% Cotton, 160g Jersey

Regular Fit T-Shirt  
Ribbed Neck  
Chest Pocket  
Screen Print on Chest and Bag  
Woven Hem Wrap Label

Always a staple, our Statement Pocket Tee features an eagle screen print above the pocket and a large L1 logo on the back.



Vintage Black



Back



Bone



Vintage Black



Banquet

# SUPER SPEED

Fabric: 100% Cotton, 160g Jersey

Long Sleeve T-Shirt  
Regular Fit  
Ribbed Neck and Cuffs  
Screen Print on Chest and Down the Sleeves  
Woven Hem Wrap Label

A regular fit long sleeve, the Super Speed features checkered and branded screen prints down the sleeves, as well as the L1 logo on the chest.

# GLORY BOUND TEE

Fabric: 100% Cotton, 160g Jersey

Regular Fit T-Shirt  
Contrast Ribbed Neck and Sleeves  
All-over Print  
Woven Hem Wrap Label

Glory Bound Ringer features an all-over print inspired by one of our favorite beers. Throw this ringer tee on and let the good times roll.



Red



Back



Tobacco



Back



Vintage Black

# MIDNIGHT RIDER

Fabric: 100% Cotton, 160g Jersey

¾ Sleeve T-Shirt  
Slightly Oversized Fit  
Ribbed Neck and Contrast Sleeve Inserts  
Embroidery appliqué on Chest and Back  
Woven Hem Label

Inspired by your favorite football jersey, the Midnight Rider has a comfortable oversized fit.



# WASTELAND LS

Fabric: 100% Cotton, 250g Jersey Waffle

Regular Fit Longsleeve Henley T-Shirt  
Ribbed Cuffs  
Small Chest Embroidery  
Flatlock Stitchings  
Woven Hem Label

The Breach is our classic beanie, inspired by a traditional military watch cap. It's the one you'll be reaching for again and again.



Bone



Heather Grey



Vintage Black



Banquet

# JASMINE PULL OVER

Fabric: 100% Cotton, 310g brushed Terry

Regular Fit Longsleeve Henley T-Shirt  
Ribbed Cuffs  
Small Chest Embroidery  
Flatlock Stitchings  
Woven Hem Label

Our cozy cropped hoodie, the Jasmine Pullover is easy to throw on after a day of riding.



Oxblood Melange



Heather Grey

# BRISTOL CREW

Fabric: 100% Cotton, 310g brushed Terry

Slightly Oversized Fit  
Cropped Crew Neck Pullover  
Ribbed Neck and Cuffs  
Screen Print on Chest  
Flatlock Stitchings  
Woven Hem Wrap Label

The Bristol Crew is cropped and slightly oversized for a comfortable fit. Flash your L1 pride with a large screen print at center front.



Vintage Black



Oxblood Melange



Port



Vintage Black

# RECKLESS RAGLAN

Fabric: 100% Cotton, 160g Jersey

¾ Sleeve Raglan T-Shirt  
Regular Fit  
Contrast Ribbed Neck  
Screen Print on Chest and Down the Sleeve  
Woven Hem Wrap Label

Our Reckless Raglan features screen prints down the ¾ length sleeves and a small logo on the chest.

# LOTUS TEE

Fabric: 100% Cotton, 160g Jersey

Loose Fit T-Shirt  
Ribbed Neck  
Screen Print on Chest and Bag  
Woven Hem Wrap Label

The Lotus Tee's oversized boyfriend fit and rose screen print will go with everything in your closet.



Banquet



Back



Vintage Black

# ARENA TEE

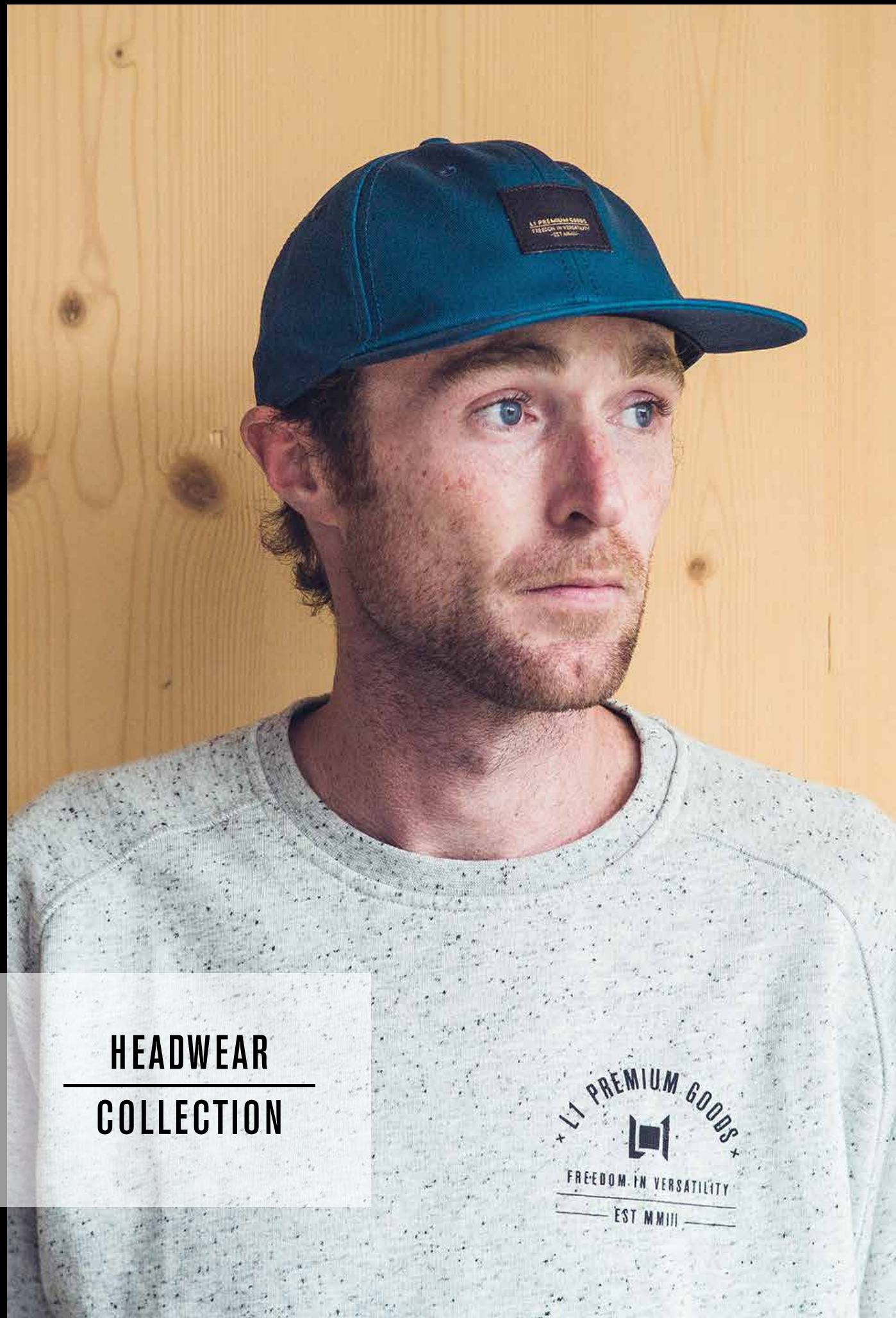
Fabric: 100% Cotton, 160g Jersey

Cropped T-Shirt  
Loose Fit  
Ribbed Neck  
Contrast Sleeve Inserts and Stitchings  
Small Chest Embroidery  
Woven Hem Label

Like your favorite stolen jersey, the Arena Tee has an oversized cropped fit and paneling on the shoulders.







## HEADWEAR COLLECTION





# BREACH

100% Acrylic

1x1 Rib knit beanie with rolled hem and L1 Premium goods woven hem wrap.

The Breach is our classic beanie, inspired by a traditional military watch cap. It's the one you'll be reaching for again and again.



Bombay                      Black                      Tobacco

# HENCHMAN

100% Acrylic

1x1 Rib knit beanie with 2x2 rib knit fold up band, pom-pom and knit in L1 Premium goods woven hem logo.

Flash your L1 pride in the Henchman. Vintage-inspired L1 Premium Goods jacquard pattern and pom will complete your look.



Black                      Ink                      Bombay

# MORGAN

Cotton Twill with fabric back adjust

6-panel cap with low profile fit and flat brim with L1 woven label on front and tone on tone embroidery on back. Dry knit inner band, embroidered eyelets, fabric back adjust with matte black metal clasp.

The unstructured 6-panel Morgan hat features a clean design with our new minimal woven label at center front.



Black                      Sapphire

# STEEP N' DEEP

100% Acrylic

1x1 Rib knit face mask with 2x2 rib knit neck, clean finished eye hole and L1 Premium goods woven hem wrap

Dreaming of powder filled days? The Steep N' Deep face mask is just the thing to keep your dome warm as you charge down the slopes.



Rust                      Black

# HARBOR

Cotton Twill with fabric back adjust

Low profile 5 panel snapback cap and flat brim. L1 woven label on, dry knit inner band and embroidered eyehole.

The Harbor is our classic snapback with black rope detail and L1 woven patch.



Black

# BRAT

100% Acrylic

Women's 1X 1 rib knit with jacquard pattern beanie and with 2x2 rib knit fold up band, pom-pom and knit in L1 Premium goods woven hem wrap.

Brat, but in the best kind of way. This beanie comes in both our checkered and cheetah print.



Cheetah/Tobacco                      Checker/Black

# CREEPER

100% Acrylic

Women's soft chunky cable knit beanie with 2X2 rib fold up band, pom-pom and L1 Premium goods woven hem wrap.

The cable knit Creeper is our vintage-inspired beanie complete with a pom on top.



Black/Tobacco                      Ink/Rust

# RARE BREED

100% Acrylic

Women's 1x1 rib knit beanie with fold up band and L1 Premium good woven patch with merrowed edge.

Rare Breed is our classic women's beanie with a branded woven label on the front. You'll need one in every color this season.



Rebel                      Bone                      Tobacco                      Bombay                      Black



# MENS LINE OVERVIEW

## MENS THEOREM

ALPHA



TobaccoBlackBombay

BOREUM



BombaySapphireBlack

GAMMA



BlackTobacco

HELIX



BlackTobacco

GEMINI



BlackTobaccoSapphire

EXO



Black/TobaccoBlack

## MENS JACKETS

SUTTON



RustTobaccoBlackMilitary

GRIMEY



BlackMilitary

AFTERSHOCK



SapphireBombayBlackGunmetal

LEGACY



Ink/RustBlack/TobaccoEspresso/GunmetalBlack Camo

HASTING



Ink/RustBlack CamoMilitary / BlackBlack / CheckerBlack/Tobacco

TAXWOOD



SiltBlackWalnut

FILLMORE



MilitaryBombayInk

WILCOX



BlackRustEspressoTobacco

ROCKEFELLER



MilitaryTobaccoInk

HAMILTON



Aztec PrintDenim

STOOG



Bone / BlackBlack / Tobacco

WESTMONT



Black / TobaccoEspresso / Sapphire

RIDING FLEECE



Black / Tobacco printInk

## MENS PANTS

OVERALL



Black CamoCheckerEspressoBlack

AMERICANA



Black CamoBlackRustEspresso

BRIGADE



MilitaryMoonBlack CamoBlack

SLIM CHINO



TobaccoEspressoBlackMoon

101



BoneBlackGun Metal

AFTERSHOCK



SapphireGunmetalBlackBombay

THUNDER



GunmetalBlackInkRustEspresso

SKINNY TWILL



BlackTobaccoMoonMilitary

SEXTON



InkBlackGun Metal

STRAIGHT STANDARD



BlackTobaccoCheckerMoon

COUNTY



BlackBombay

## MENS APPAREL

STINSON PULL OVER



InkHeather grey

PALMA ZIP



TobaccoVintage Black

WORDMARK PULL OVER



Vintage BlackOxblood Melange

EMBLEM CREW



Oxblood MelangeVintage Black

REFINE CREW



Heather GreyVintage Black

WORDMARK TEE



BanquetVintage Black

STATEMENT POCKET TEE



Vintage BlackBackBone

GLORY BOUND TEE



RedBack

JASPER



Vintage BlackTobacco

SUPER SPEED



Vintage BlackBanquet

MIDNIGHT RIDER

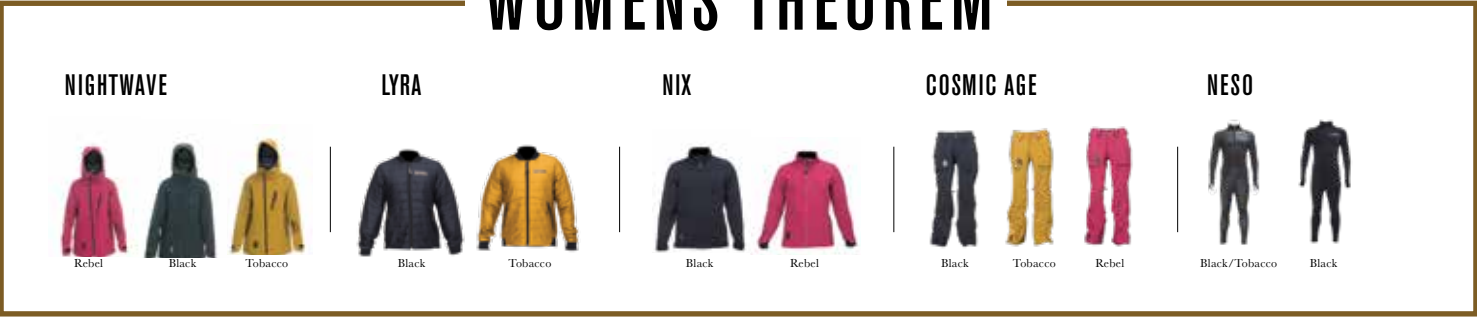


Vintage BlackBackTobacco



# WOMENS LINE OVERVIEW

## WOMENS THEOREM



## WOMENS JACKETS



## WOMENS PANTS



# WOMENS APPAREL



## HANDWEAR COLLECTION



## MENS HEADWEAR



## WOMENS HEADWEAR





*the*  
**LIFE**  
**FOUNDATION**  

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**GIVE BACK INITIATIVE**



We created the LIFE FOUNDATION to give back to a group of people close to our hearts. We were so impressed by the dedication of our production partner in Thailand that we felt compelled to find a way to help within their community.

Every year we'll be donating a portion of our annual outerwear sales to projects that will positively impact our friends in Thailand. This year we purchased farmland for a family in northern Thailand so they can grow vegetables to support themselves. Our goal with each project is to help build a foundation for a better quality of life.

[WWW.LIPREMIUMGOODS.COM/LIFEFOUNDATION](http://WWW.LIPREMIUMGOODS.COM/LIFEFOUNDATION)





## L1 PREMIUM FOCUS



These are the key products, stories, and projects that we will be highlighting through the upcoming winter and next season. The Team riders will be pushing these key products, be a part of the projects, and be involved in the stories. These key issues will also be heavily promoted through social media, our snowboard media partners, print ads, newsletters, and there will be an abundance of free of right assets surrounding each topic for our retailers to use as they feel fit.

### PREMIUM FOCUS PRODUCT

#### THE 20K STANDARD

THEOREM - Mens

THEOREM - Womens

Men's County

Riding Fleece

Women's Helldiver

Women's Overall

Women's Prowler

Women's Nightingale

### THE SIGNATURE SERIES

Jeremy Jones - Alpha x Gemini Pant

Sam Taxwood - Taxwood Jacket

Joe Sexton - Hamilton x Sexton Pant

Dominik Wagner - 101 Pant

Wang Lei - Grimey x Thunder Pant

## PREMIUM FOCUS MARKETING PROJECTS

### FILMING IN PROGRESS SERIES

We will be continuing our Team Short film series with two new videos coming out during the sales season. The Filming In Progress series is our new video series that follows the L1 Team to new and disruptive locations with their snowboards. Watch Amerika and Novy York to see where we have been so far.

*Media Outlets: Website, FB, Instagram, Team Riders Social Accounts, Newsletter, Youtube, Online Magazines, Print Ads*

### L1 TEAM INTERVIEW VIDEOS

A 5-10 minute interview video with each team rider to highlight the diversity, passion, and individualism of our global snowboard team.

*Media Outlets: Website, FB, Instagram, Team Riders Social Accounts, Newsletter, Youtube, Online Magazines*

### PRODUCT VIDEOS

We will be creating full length in-depth product review videos for each of our products and these will be available for all of our retailers to utilize how ever they see fit by Aug 1, 2019.

*Media Outlets: Website, FB, Instagram, Newsletter, Youtube, InFocus Campaign, Dealer Portal*

### INTRODUCING NEW TEAM RIDERS

Two promotional videos introducing our two new team riders Christy Prior and Lucas "YungDolli" Baume to the team.

*Media Outlets: Website, FB, Instagram, Team Riders Social Accounts, Newsletter, Youtube, Online Magazines, Print Ads*

### L1 PREMIUM WOMEN'S GOODS

With the addition of our newest team rider Christy Prior we are proud to announce that we will be expanding our focus on promoting L1 women's through a series of short videos from our ever growing team.

*Media Outlets: Website, FB, Instagram, Team Riders Social Accounts, Newsletter, Youtube, Online Magazines, Print Ads*

#FREEDOMINVERSATILITY



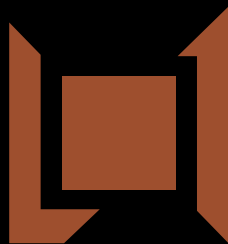
SAM TAXWOOD  
PHOTO: MARKUS ROHRBACHER







-FREEDOM IN VERSATILITY-



 | PREMIUM  
GOODS —

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