



STANCE

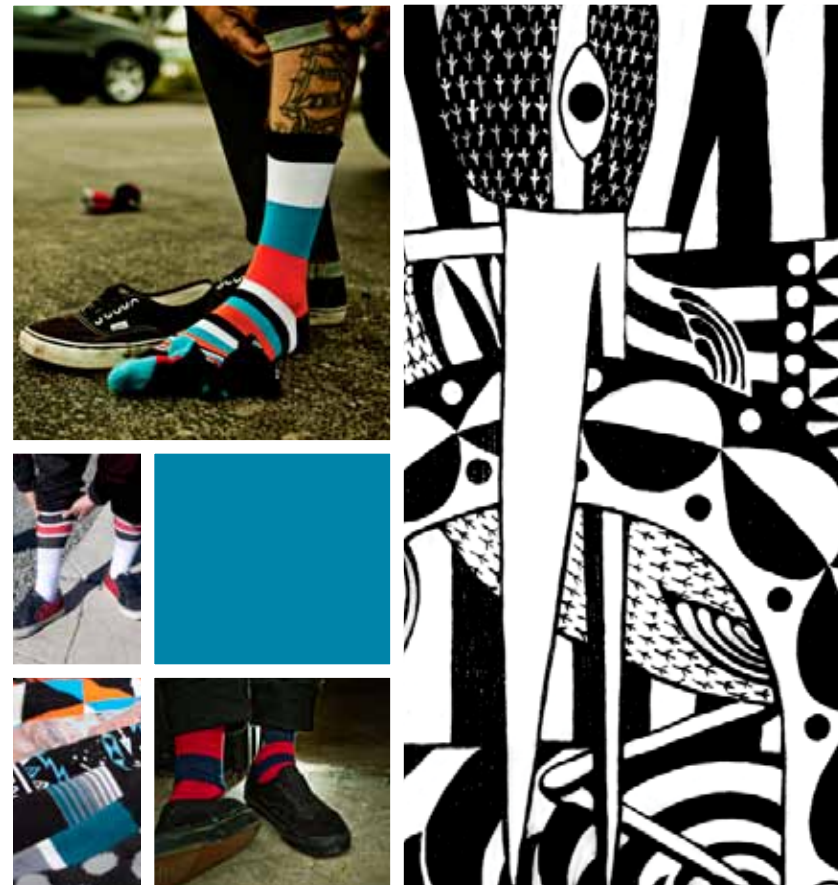


WINTER 2012
SNOWBOARD SOCKS

WINTER 2012

There's nothing like a day spent shredding with friends. Whether lapping the park or earning turns in the backcountry, smiles and conversations unfold with ease. We want to ride with you. At Stance, we think it's time to replace the socks your grandma knit with something different, something that blends form and function. From collaborations with artists and team riders to technology that your feet will love, our snow collection provides a fresh approach to shred socks. No matter where your journey takes you, we've got your feet covered.





PuNks & poEtS

Punks, poets and personalities whose feats inspire bold individuality. Collectively, they catalyze the pursuit of creative expression as both a worthy destination and a way of life.

LIZARD KING	DUANE PETERS	RYAN TATAR
KASSIA MEADOR	THEOTIS BEASLEY	RUSS POPE
FORD ARCHBOLD	BOO JOHNSON	MIKH ABSHERE
DAVID HANSON	ISHOD WAIR	KID CREATURE
TURKEY STOPNIK	ANDY HOWELL	STEVEN HARRINGTON
CHRIS COLE	DON PENDLETON	RANDY NOBORIKAWA
JULIAN DAVIDSON	TROY ELMORE	CHASE STOPNIK
MATT FRENCH	OG ABEL	JASON JESSEE
DANIEL LUHERAN	TOM REMILLARD	SCOTTY STOPNIK
GREYSON FLETCHER	TYLER WARREN	
NICK GARCIA		



MIKEY LEBLANC

As a pro shred, entrepreneur, and designer, Mikey Leblanc has left his imprint on snowboarding's history—yet he's still going strong. Mikey laid down some of the most memorable video parts in the 90s. After founding his own streetwear and outerwear company, Holden, he also stands at the forefront of shred fashion. Mikey is nothing less than a living legend.



JED ANDERSON

Jed Anderson may be just a youngster, but he's been on the shred scene for years. Thanks to solid pipe and kicker skills and a skate style perfected through countless urban assaults, Jed terrorizes every contest he enters. Watch out, he may just have to retire from shredding to pursue a career in skating.



TODD RICHARDS

Although Todd Richards was born when dinosaurs roamed the earth, he remains one of the sickest players in the game. For two decades, Todd has stood at the forefront of pipe and park progression. As a ripping shredder and the owner of Omatic Snowboards, he continues to move things forward. Despite his seven X Games medals and an Olympic pipe appearance, we hear he's even more talented at playing video games.



STEVIE BELL

Stevie Bell is easily one of the best handrail tricksters in snowboarding. After grabbing the spotlight in 2005, he has shown off his talents in a smorgasbord of major shred flicks. Stevie can be found stomping around the Utah backcountry with an ear to ear grin.



CHRIS GRENIER

Dirty G, Grendys, Chrissy Poo. Whatever you call him, Chris Grenier rips. With a style all his own, Chris is known for slaying handrails and forging his own path. Don't let his laid back attitude and milk mustache fool you, this kid is always ready to get down to business. With an insane part in the Transworld flick Get Real, Chris has earned a spot among shredding's heavy hitters.



LNP

The first time we saw LNP on the cover of a magazine, we mistook Snowboarder for The Gypsy Journal. A few years later, it's tough not to identify LNP—and his surgically tight pants—with urban shred progression. Don't be fooled by the tie dye, kids, LNP's creativity and handrail wizardry place him in a league of his own.



ART COLLECTION

Whether it's stringing together a crisp line in a pillow field or hitting a grass gap created by the spring thaw, shredding is about creativity. The socks in our Artist Series embody this same spirit, sporting the work of Matt French, David Wein, and Russ Pope. Thanks to these friends, you can now have a mini art museum in your boots.



ACRYLX

If you view each pint of plasma you donate as a payment toward a season pass or make your meals from the condiment bar in the lodge, it's time you met the socks in our Acrylic Series. These babies will keep you warm, dry, and looking good—even with a dirtbag budget.



MERINO WOOL

Even though sheep can't press rails or float backside ones into pow, they do have one thing dialed: wool. In addition to being super soft, merino wool does an excellent job wicking moisture and regulating temperatures. We made these socks so you can rock the benefits of wool without the hassle of shredding with sheep in your boots.



PREMIUM

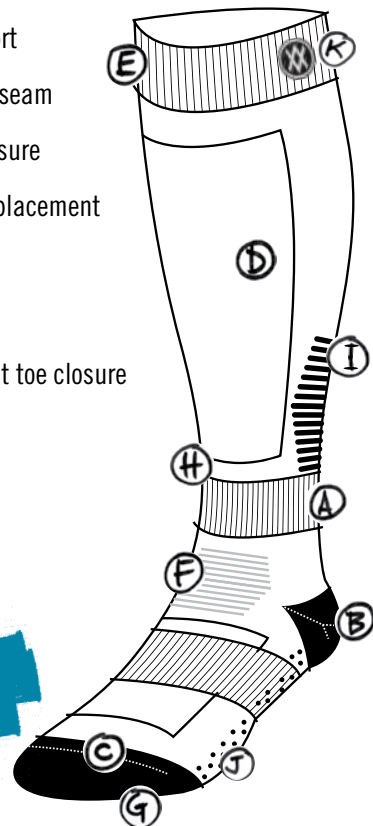
These styles are specifically engineered for premium performance. If you can tell the difference of what an engineered socks feels like then this is the category for you. Slip into these, send it, and earn yourself a fine brandy at the end of the day. Or if you're cash rich and don't care what tomorrow brings, spend a little extra here, we're sure you can coax some free drinks out of someone at the bar tonight.

FEATURES

Don't worry, they're just socks.

Take a look under the hood at a few of the design and construction benefits built into Stance snowboard socks. Everything put there for a reason, just what you need, nothing you don't.

- Ⓐ ankle and arch elastic support
- Ⓑ deep heel pocket and Y gore seam
- Ⓒ smooth flat seamless toe closure
- Ⓓ snowboard specific cushion placement
- Ⓔ self adjusting welt cuff
- Ⓕ instep flex panel
- Ⓖ anatomically correct left right toe closure
- Ⓗ compression technology
- Ⓘ No Slip Heel Grip™
- Ⓣ Traction Control™
- Ⓚ Signature Logo



Merino wool is known for its ability to provide tremendous warmth and readily wick moisture. Even when wet, it serves as an excellent insulator, defending wearers against hypothermia. Thanks to its antibacterial properties, merino wool won't smell like a high school locker room after a few days of heavy shredding.



Inspired by polar bears, Invista created this lightweight fiber to provide warmth while and accelerate moisture removal from the body. Thermolite combines thermally efficient polymers and hollow core microfibers to do an excellent job trapping heat. Wearing socks made from Thermolite is a much better option than wrapping your feet in fiberglass insulation.



Outlast Adaptive Comfort Technology continuously reacts with the temperature of your body to keep it comfortable. The excess heat that you generate is absorbed into the Outlast, reducing overheating and sweating. This stored heat is then released back to the body as needed to reduce chill. Outlast is like a thermos for your body—it knows when to keep things hot and when to keep them cool. It's nothing short of magic.

Dryarn

Dryarn is an innovative polypropylene microfiber. It insulates while also creating a transpiration barrier that moves moisture from sweat to the exterior of the fiber. By regulating temperature and moisture, Dryarn works to keep you warm and dry even in the harshest conditions.



Stance Compression socks improve the efficiency of muscles by stabilizing them and accelerating lactic acid removal and circulation. By distributing and delivering compression at the ankle and throughout the leg, these socks assist the leg's venous and lymphatic systems. This compression, when combined with the muscle pump effect of the calf, aid in circulating blood and lymph fluid throughout the legs.



Heel lift sucks. No one needs washed out turns and bruised heels. Our No Lift Heel Grip™ consists of a silicone pad printed on the Achilles tendon area of our socks. This patent pending design provides the kung fu grip you need to keep those heels locked in place. Patent Pending.



Save the Slip and Slide for summer. The dozens of silicone dots printed on the bottom of our Traction Control socks ensure your feet stay locked in place in your boots. Now that you don't have to worry about bunched up socks, you just might be able to start throwing that double cork switch. Patent Pending.

MERCHANDISING



DISPLAY RACK - 1 SIDE

- 15 PEGS
- 180 UNITS
- 21" wide X 12" deep X 66" high



DISPLAY RACK - 2 SIDE

- 30 PEGS
- 360 UNITS
- 21" wide X 21" deep X 66" high





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RUSS POPE
STENCIL

M9001RUS
RED - RED
whsl \$9.00
msrp \$18.00
S-M (6-8.5) L-XL (9-13)

74% acrylic
10% merino wool
8% polyester
4% nylon
4% rubber



WILDLIFE

M9001WIL
WHT - WHITE
whsl \$9.00
msrp \$18.00
S-M (6-8.5) L-XL (9-13)

74% acrylic
10% merino wool
8% polyester
4% nylon
4% rubber



TRIPPIN

M9001TRI
YEL - YELLOW
whsl \$9.00
msrp \$18.00
S-M (6-8.5) L-XL (9-13)

74% acrylic
10% merino wool
8% polyester
4% nylon
4% rubber



MANINA

M9001MAN
BLUE - BLUE
whsl \$9.00
msrp \$18.00
S-M (6-8.5) L-XL (9-13)

74% acrylic
10% merino wool
8% polyester
4% nylon
4% rubber

AKRYLIK

If you view each pint of plasma you donate as a payment toward a season pass or make your meals from the condiment bar in the lodge, it's time you met the socks in our Acrylic Series. These babies will keep you warm, dry, and looking good—even with a dirtbag budget.



PORTLAND

MADE IN ITALY
M9151POR
BLK - BLACK
whsl \$8.00
msrp \$16.00
S-M (6-8.5) L-XL (9-13)

74% acrylic
13% polyester
9% nylon
4% rubber



UPRISING

MADE IN ITALY
M9151UPR
RED - RED
whsl \$8.00
msrp \$16.00
S-M (6-8.5) L-XL (9-13)

74% acrylic
13% polyester
9% nylon
4% rubber



ARGYLE

MADE IN ITALY
M9151ARG
BLU - BLUE
whsl \$8.00
msrp \$16.00
S-M (6-8.5) L-XL (9-13)

74% acrylic
13% polyester
9% nylon
4% rubber

MID WEIGHT
PREMIUM
BLACK SHEEP
MERINO WOOL
EXTRA SOFT NO ITCH

Through the years, Mikey Leblanc has emerged as a living legend. When he tears up the backcountry and slays rails with a toboggan strapped to his feet, he makes us laugh. When he sessions concrete and steel with his shredstick, he makes our jaws drop. He designed these things to be abused.

MIKEY LEBLANC



LELBANG



M9231LEB

WHT - WHITE

whsl \$10.00

msrp \$20.00

S-M (6-8.5) L-XL (9-13)

40% merino wool
40% acrylic
19% nylon
1% elastine

• mid weight merino wool



TIMBER



M9231TIM

RED - RED

whsl \$10.00

msrp \$20.00

S-M (6-8.5) L-XL (9-13)

40% merino wool
40% acrylic
19% nylon
1% elastine

• mid weight merino wool



LIGHT WEIGHT
PREMIUM
BLACK SHEEP
MERINO WOOL
EXTRA SOFT NO ITCH

Even though sheep can't press rails or float backside ones into pow, they do have one thing dialed: wool. In addition to being super soft, merino wool does an excellent job wicking moisture and regulating temperatures. Pretty much like having sheep in your boots.



MONDRIAN



M9211MON

WHT - WHITE

whsl \$10.00

msrp \$20.00

S-M (6-8.5) L-XL (9-13)

71% merino wool
28% nylon
1% elastic

• light weight merino wool



LEXINGTON



M9211LEX

GRY - GRAY

whsl \$12.50

msrp \$25.00

S-M (6-8.5) L-XL (9-13)

71% merino wool
28% nylon
1% elastic

• light weight merino wool
• No Lift Heel grip



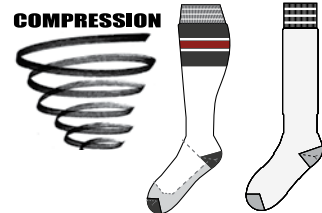
HEEL LIFT SUCKS.

No one needs washed out turns and bruised heels. Our No Lift Heel Grip consists of a silicone pad printed on the Achilles tendon area of our socks. This patent pending design provides the kung fu grip you need to keep those heels locked in place.

PREMIUM

If you can tell the difference of what an engineered socks feels like then this is the category for you. Slip into these, send it, and earn yourself a fine brandy at the end of the day. Or if you're cash rich and don't care what tomorrow brings, spend a little extra here, we're sure you can coax some free drinks out of someone at the bar tonight.

COMPRESSION



compression regular

The Compression socks improve muscle efficiency and circulation to keep your feet warm and help eliminate cramps.



BOA



M9331B0A

WHT - WHITE

whsl \$12.50

msrp \$25.00

S-M (6-8.5) L-XL (9-13)

74% acrylic
13% polyester
9% nylon
4% rubber

- compression sock
- Left Right specific toe



BALDFACE



M9351BAL

BLK - BLACK

whsl \$12.50

msrp \$25.00

S-M (6-8.5) L-XL (9-13)

60% thermolite
29% acrylic
10% lycra
1% carbon

- Left Right specific toe



RETENTION



M9551RET

CHR - CHARCOAL

whsl \$15.00

msrp \$30.00

S-M (6-8.5) L-XL (9-13)

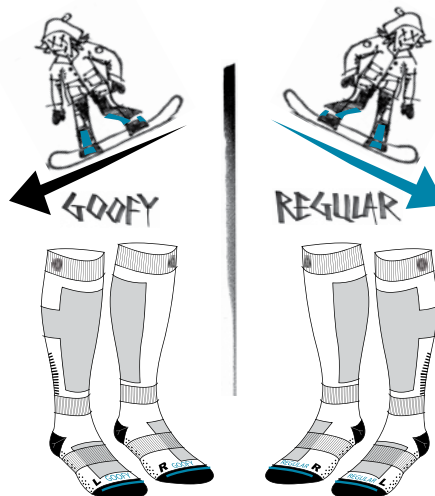
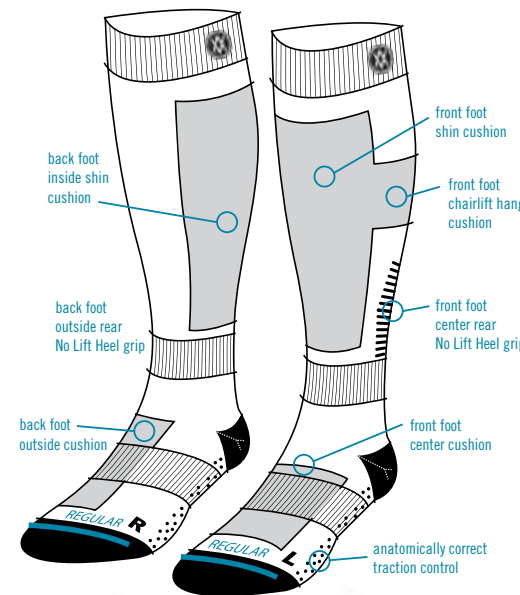
69% outlast
30% nylon
1% elastine

- Water Repellent treatment
- No Lift Heel grip
- Traction Contral sole grip



PREMIUM GOOFY REGULAR

Let's face it: whether laying down pow turns or getting rad on rails, you use your front and rear foot differently. Basically, each foot is a special snowflake and each special snowflake deserves its own special sock. Through their asymmetrical design, the Switch stance specific provides your front and rear foot with the individual attention they deserve. Each foot benefits from cushioning and No Lift Heel Traction in target areas.



SWITCH REGULAR



M9991SRE

BLK - BLACK

whsl \$15.00

msrp \$30.00

S-M (6-8.5) L-XL (9-13)

- 60% thermolite
29% acrylic
10% lycra
1% carbon
- Left Right specific toe
 - Regular foot specific cushion
 - Stance specific No Lift Heel
 - Traction Control sole grip

SWITCH GOOFY



M9351SGO

BLK - BLACK

whsl \$15.00

msrp \$30.00

S-M (6-8.5) L-XL (9-13)

- 60% thermolite
29% acrylic
10% lycra
1% carbon
- Left Right specific toe
 - Goofy foot specific cushion
 - Stance specific No Lift Heel
 - Traction Control sole grip





STANCE 

DON'T WORRY
THEY'RE JUST SOCKS.

DO THEY MATCH? DOES IT MATTER?
AS LONG AS THEY SEND A CRYSTAL CLEAR MIXED MESSAGE
AND ARE SILENTLY LOUD AND QUIETLY BOLD.

WALK LOUD
AND SHOW THE OUTWARD EXPRESSION OF INWARD STYLE
SUBTLE EXPRESSION KNOWS
THREE OF A KIND IS NOT A CROWD.
DETAILS MATTER
DESIGNED IN SAN CLEMENTE, CA
WORN EVERYWHERE
STAND FIRM, STAND LOUD, STAND TRUE
BUT REMEMBER TWO LEFTS ARE NOT RIGHT.

THE
UNCOMMON
THREAD.

stance.com



STANCE

