

# MINE 77



DEEP WINTER 2020 COLLECTION

# MINE 77

MINE77 IS A COLLECTION THAT CARRIES ON  
JAKE BURTON CARPENTER'S LEGACY, DRIVE  
AND PASSION FOR PRODUCT DEVELOPMENT AND  
RIDER EXPERIENCE. BUILT ON INNOVATION,  
COLLABORATION AND FEEDBACK FROM RIDERS,  
"THE MINE IS OURS."

*the MINE is ours.*

[BURTON.COM/MINE77](http://BURTON.COM/MINE77)



# MINE77

## 3L GORE-TEX TOPO JACKET

WORDS BY JAKE, OCTOBER 2019

IT'S DAMN REWARDING WHEN INNOVATION STEPS UP THE RIDING AND I'VE EXPERIENCED THAT FIRSTHAND WITH THE 3L GORE-TEX JACKETS WE'VE BEEN DEVELOPING IN MINE77. THIS LATEST EVOLUTION FINE-TUNES EVERYTHING AND TAKES MOBILITY EVEN FURTHER WITH 3L GORE-TEX TOPO STRETCH FABRIC THROUGHOUT THE UPPER BODY AND BACK. TOPO FABRIC IS INSANELY STRETCHY, AND THIS IS THE MOST WE'VE EVER USED ON A JACKET. WE TESTED IT IN PATCHES LAST YEAR AND RIDERS WERE DOWN WITH PUTTING IT EVERYWHERE. THE FREEDOM, FLEXIBILITY, AND COMFORT YOU'LL FEEL IS GAME-CHANGING IN MY OPINION. EVERY DETAIL ON THIS JACKET IS DIALED – THE POCKETS, THE FIT, THE TIE-DYE PRINTS, YOU NAME IT. EVEN REDESIGNED THE PIT ZIPS SO THE MESH NEVER GETS SNAGGED.

- GORE-TEX® 75D Digitally Printed Fabric
- GORE-TEX® Topo Stretch Fabric Panels Covering the Majority of the Garment
- Fully Taped Seams with GORE-SEAM® Tape
- Zippered Chest Pockets / Zippered Handwarmer Pockets
- Internal Media Pocket / Mesh-Lined Pit Zips
- Internal Pass-Through Entry to Access Layering Pieces
- Internal Zippered Mesh Dump Pocket for Accessible Extra Lens Storage
- Ergonomic Stretch Water-Repellent Removable Waist Gaiter
- YKK® Water-Resistant Zippers
- Hypalon® Hook and Loop Cuff Pulls
- Fully Adjustable Helmet Compatible Fulltime Hood
- Articulated Fit / Lifetime Warranty

XS S M L XL XXL

[UNISEX]



LIGHT SMOKE



DARK SMOKE

\$699.77



# MINE 77

## 3L GORE-TEX 8-POCKET BIB PANT

WORDS BY JAKE, OCTOBER 2019

SIMPLY PUT, THIS IS THE BEST BIB PANT IN THE SPORT. IT'S BASED ON THE BURTON [AK] FREEBIRD BIB PANT, BUT WE WENT TO TOWN ON ADDITIONAL FEATURES. WE ADDED THE FRESH TECHNOLOGY OF STRETCH 3L GORE-TEX DIGITALLY PRINTED FABRIC IN A TIE-DYE PRINT THAT YOU WOULDN'T EXPECT ON OUTERWEAR OF THIS CALIBER. EIGHT ZIPPERED POCKETS ARE ENOUGH FOR ANY CRIMINAL. THE ANKLE CUFFS ARE A HEMMED PANT AND A GAITER COMBINED INTO ONE (A DESIGN THAT I AM PROUD TO SAY IS STARTING TO TRICKLE INTO THE MAIN BURTON LINE). RIDE THEM. YOU WILL LIKE THEM.

- WATERPROOFING: GORE-TEX 75D Digitally Printed Fabric (3-Layer with GORE-TEX Topo Fabric Located in Strategic Areas)
- Fully Taped Seams with GORE-SEAM® 3L Tape
- Snap Adjust Elasticised Cuff with Zippered Gusset that Makes it Easy to Loosen or Tighten Your Boots
- Zippered Thigh Cargo Pockets with Vertically Located Entry for the Best Chairlift/Carseat Access Ever
- Sound Pocket with Perforated Speaker Holes on Upper Bib
- Crossflow Venting™ Thigh Vents Permit Access to your Base Layer Pants
- Roll-down Convertible Bib for Versatile Style
- Chest Pockets with Audio Port Integration
- Adjustable Hook and Loop Suspender System
- YKK® Matte Water-Resistant Zippers
- Internal Waist Adjustment
- Articulated Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



LIGHT  
SMOKE



DARK  
SMOKE

\$599.77



# MINE 77 INSULATED SNAP SHIRT

WORDS BY JAKE, OCTOBER 2019

INSULATED BUTTON-UPS HAVE A BAD RAP. THE ONES I'VE SEEN HAVE ALWAYS SACRIFICED PERFORMANCE FOR STYLE. I WANTED BOTH. SO, I CREATED THIS ONE USING PREMIUM GOOSE DOWN INSULATION THAT'S RESPONSIBLY SOURCED AND A WHOLE HOST OF TECHNICAL INGREDIENTS. IT'S SUPER LIGHTWEIGHT YET WARM, AND WHILE YOU COULD THEORETICALLY RIDE IN THIS INSULATOR, I DESIGNED IT AS MORE OF AN INNER LAYER AND STREET PIECE. NOT TO MENTION, THE DIGITAL MOUNTAIN PRINT LOOKS SO LEGIT - UP CLOSE AND FROM A DISTANCE.

- Lightweight Printed Polyester Shell
- Pertex® Quilted Lining
- Responsibly Sourced Goose Down Insulation [40G Throughout]
- Snap Closure
- Internal Zippered Chest Pocket
- Hand Pockets with YKK® Zippers
- Cohesive™ Hem Cinches
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



\$249.77



# MINE 77

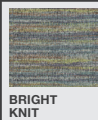
## PACKABLE WINDBREAKER

WORDS BY JAKE, OCTOBER 2019

LIVING IN SWITZERLAND THIS PAST YEAR AND SPENDING MORE TIME THAN EVER IN THE ALPS HAS TAUGHT ME THE IMPORTANCE OF A TECHNICAL WINDBREAKER. ACCESS INTO THE MOUNTAINS IS UNBEATABLE HERE AND YOU CAN LITERALLY ENCOUNTER EVERY SEASON IN UNDER AN HOUR. WITH THAT IN MIND, I BUILT THIS WINDBREAKER TO HANDLE JUST ABOUT ANYTHING – RIDING IN THE RAIN, HIKING, YOU NAME IT. IT'S INCREDIBLY LIGHTWEIGHT AND PACKS AWAY SMALL INTO ONE OF THE THREE ZIPPERED POCKETS. IF THE FORECAST IS SKETCHY, THERE'S NO EXCUSE NOT TO HAVE IT STASHED IN YOUR PACK OR EVEN IN YOUR POCKET. I FOCUSED ON THE FIT TO KEEP IT VERSATILE – NOT TOO TIGHT, BUT NOT TOO BAGGY, AND THE DIGITAL SWEATER KNIT PRINT WORKED OUT.

- Lightweight Printed Nylon Fabric
- Packs into its own Zippered Chest Pocket
- Zippered Hand Pockets
- Adjustable Hem
- Fitted Hood with Gathered Elastic Sides
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



\$179.77



# MINE 77

## OLD SCHOOL CORDUROY JACKET

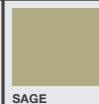
WORDS BY JAKE, OCTOBER 2019

THERE'S A CORDUROY JACKET THAT I'VE HAD FOR DECADES. TRENDS COME AND GO, BUT THIS PIECE HAS WITHSTOOD THE TEST OF TIME. I THOUGHT IT WOULD BE COOL TO REFINE IT IN A MODERN WAY – THE FABRIC, FIT, AND FUNCTION – WHILE KEEPING THAT OLD SCHOOL FEEL. THE CORDUROY I FOUND FOR IT HAS JUST THE RIGHT AMOUNT OF STRETCH (SOMETHING YOU COULD ONLY DREAM ABOUT BACK IN THE DAY) AND THE POCKET DETAILS ARE JUST RIGHT.



- Stretch Cotton Corduroy
- Snap Closure
- Snap Chest Pocket
- Hand Pockets
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



\$149.77

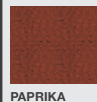
# MINE77 ITALIAN SHERPA HOODIE

WORDS BY JAKE, OCTOBER 2019

SOMEWHERE ALONG THE LINE SWEATERS GOT STALE. THEY'RE A CLASSIC LOOK FOR SURE AND THE WARMTH CAN'T BE BEAT, BUT IT JUST SEEMS LIKE THERE'S ROOM TO REIMAGINE THE WHOLE CONCEPT. THAT WAS MY GOAL WITH THIS HOODIE. IT SWAPS THE WOOL FOR A SUPER SOFT ITALIAN SHERPA FLEECE THAT FEELS REALLY GOOD AGAINST YOUR SKIN. GOTTA HAVE POCKETS, SO I GAVE IT TWO WITH ZIPPERS, AND THE BOTTOM HEM CAN BE TIGHTENED OR LOOSENED, TOO. CATCH ME SLEEPING ON THE JOB AND THIS IS PROBABLY WHAT I'LL BE WEARING AND DON'T MIND THE DOG HAIRS BECAUSE IT'S THEIR BEDDING OF CHOICE. PAIR IT UP WITH THE MATCHING MINE77 ITALIAN SHERPA PANTS FOR THE FULL EXPERIENCE.

- Italian Sherpa Fleece
- Zippered Hand Pockets
- Adjustable Bottom Hem
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



PAPRIKA

\$129.77





# MINE 77

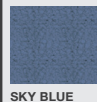
## ITALIAN SHERPA POCKETED CREW

WORDS BY JAKE, OCTOBER 2019

LIKE ITS HOODED MINE77 SIBLING, MY GOAL WITH THE ITALIAN SHERPA POCKETED CREW WAS TO REIMAGINE THE WHOLE CONCEPT OF A SWEATER. SURE, THEY'RE A CLASSIC AT KEEPING YOU WARM, BUT NOT A LOT HAS CHANGED IN THE WORLD OF SWEATER INNOVATION. FOR THIS STYLE, I SWAPPED WOOL FOR A SUPER SOFT ITALIAN SHERPA FLEECE THAT FEELS AMAZING AGAINST YOUR SKIN WHILE PROVIDING TECHNICAL FLEECE PERFORMANCE (WARMTH AND WICKING). INCLUDES TWO ZIPPERED POCKETS FOR SECURING YOUR PHONE, KEYS, AND WALLET, ALONG WITH DETAILS LIKE A BOTTOM HEM YOU CAN TIGHTEN OR LOOSEN. LAYER IT UP ON THE MOUNTAIN AND YOU'LL HAVE AN EASY TRANSITION TO APRÈS.

- Italian Sherpa Fleece
- Zippered Hand Pockets
- Ribbed Collar
- Adjustable Bottom Hem
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



SKY BLUE

\$119.77



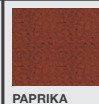
# MINE 77 ITALIAN SHERPA PANT

WORDS BY JAKE, OCTOBER 2019

ONE OF THE BEST THINGS ABOUT SNOWBOARDING IS CHILLING OUT AFTER. AND WHETHER YOUR FOOTBALL TEAM WINS OR LOSES, THERE IS NO BETTER PANT FOR THAT THAN THIS. LIKE A SWEATER FOR YOUR LOWER HALF, THIS PANT UPGRADES YOUR COMFORT WITH A SUPER SOFT ITALIAN SHERPA FLEECE THAT FEELS AWESOME ON YOUR SKIN. THEY'RE WARM ENOUGH TO PUT YOU TO SLEEP, AND WITH FUNCTIONAL DETAILS LIKE ZIPPERED POCKETS, YOU CAN DO SO WITHOUT WORRYING ABOUT LOSING STUFF IN THE COUCH OR AIRPLANE SEAT.

- Italian Sherpa Fleece
- Zippered Hand and Back Pockets
- Elastic Gathered Waistband with Draw Cord
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



PAPRIKA

\$119.77



# MINE 77

## MERINO BLEND FIRST LAYER CREW

WORDS BY JAKE, OCTOBER 2019

THE PRODUCT DEVELOPER IN ME IS ALWAYS ON THE HUNT FOR NEW FABRICS. WHEN I FOUND THIS MERINO BLEND, I HAD TO USE IT. TURNS OUT BURTON'S NEVER OFFERED A LIGHTWEIGHT BASE LAYER IN A MERINO BLEND. HARD TO BELIEVE BECAUSE IT'S SO GOOD AT REGULATING COMFORT. COMPARED TO HEAVIER WEIGHTS, THIS FABRIC IS FASTER DRYING AND MORE BREATHABLE. IT'S ALSO STRETCHY, ODOR-REPELLENT, AND FEELS GREAT AGAINST YOUR SKIN. THE SLIGHTLY LONGER LENGTH IS NICE, AND IT'S GOT THUMBHOLES TO KEEP THE CUFFS LOCKED INSIDE YOUR MITTS. I'VE LAYERED WITH THIS CREW (AND THE MATCHING PANT) FOR EVERYTHING FROM SNOW DOMES TO SUMMER GLACIERS AND MID-WINTER IN THE SOUTHERN HEMISPHERE AND IT'S BEEN JUST RIGHT.

- Active Merino Blend Base Layer Fabric
- Fast-Drying, Highly Breathable, Odor-Repellent Performance
- Chafe-Free Softlock Seams for Comfort
- Extra Long Body: Strap In Without Your Shirt Un-Tucking
- Thumbhole Cuffs
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL

[UNISEX]



NINE IRON

\$119.77



# MINE 77

## MERINO BLEND FIRST LAYER PANT

WORDS BY JAKE, OCTOBER 2019

THE PRODUCT DEVELOPER IN ME IS ALWAYS ON THE HUNT FOR NEW FABRICS. WHEN I FOUND THIS MERINO BLEND, I HAD TO USE IT. TURNS OUT BURTON'S NEVER OFFERED A LIGHTWEIGHT BASE LAYER IN A MERINO BLEND. HARD TO BELIEVE BECAUSE IT'S SO GOOD AT REGULATING COMFORT. COMPARED TO HEAVIER WEIGHTS, THIS FABRIC IS FASTER DRYING AND MORE BREATHABLE. IT'S ALSO STRETCHY, ODOR-REPELLENT, AND FEELS GREAT AGAINST YOUR SKIN. THE FIT IS BASED ON MY FAVORITE CUT – NOT TOO LOOSE, NOT TOO TIGHT. I'VE LAYERED WITH THIS PANT (AND THE MATCHING CREW) FOR EVERYTHING FROM SNOW DOMES TO SUMMER GLACIERS AND MID-WINTER IN THE SOUTHERN HEMISPHERE AND IT'S BEEN JUST RIGHT.

- Active Merino Blend Base Layer Fabric
- Fast-Drying, Highly Breathable, Odor-Repellent Performance
- Chafe-Free Softlock Seams for Comfort
- Elastic Waistband
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



NINE IRON

\$119.77



# MINE 77

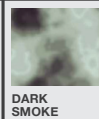
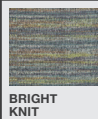
## MERINO WOOL FIRST LAYER SHIRT WITH MASK AND HOOD

WORDS BY JAKE, OCTOBER 2019

I'VE ALWAYS LOVED MERINO WOOL. IT'S NATURE'S MIRACLE: HIGHLY BREATHABLE, QUICK-DRYING, WARM, STRETCHY, AND ODOR-REPELLENT. THE COMFORT IS UNBEATABLE. I HARNESSSED THAT NATURAL PERFORMANCE TO CREATE A VERSATILE LAYERING PIECE THAT COMBINES AN MFI HOODED BALACLAVA/FACEMASK WITH A QUALITY MIDWEIGHT BASE LAYER SHIRT. YOU GET THREE SHIRTS IN ONE, WHICH MEANS ONE LESS THING TO FORGET ON YOUR WAY TO THE MOUNTAIN. THEY EVEN HANG TOGETHER IN THE WASHER/DRYER. EASY ON/EASY OFF WITH THUMBHOLES IN THE CUFFS TO KEEP THE SLEEVES LOCKED AROUND YOUR WRISTS. AND IT IS NEVER TOO HOT, OR TOO COLD, FOR THIS PIECE. IF YOU RUN ANON GOGGLES WITH MFI, THIS PIECE IS A NECESSITY. AND IF YOU DON'T RUN ANON GOGGLES, JUST SLIP THE MAGNET OUT OF THE FACEMASK. YOU WILL BE FINE.

- Engineered Lightweight Merino Wool Jersey Panels in Underarms and Balaclava Collar/Face Mask
- Integrated 3-in-1 Balaclava Collar/Face Mask Construction
- Face Mask Magnets Connect to Anon Goggles Featuring MFI®
- Face Mask Magnets Easily Removable for Wearing the Shirt with Other Goggles
- Fast-Drying, Highly Breathable, Odor-Repellent Performance
- Chafe-Free Softlock Seams for Comfort
- 100% Merino Wool
- Thumbhole Cuffs
- Extra Long Body: Strap In Without Your Shirt Un-Tucking
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



\$99.77



# MINE 77

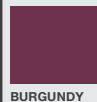
## YARN-DYED FLANNEL

WORDS BY JAKE, OCTOBER 2019

I MIGHT BE BIASED, BUT I'M A FIRM BELIEVER THAT BURTON MAKES THE BEST FLANNELS. WE'VE BEEN AT IT FOR YEARS AND ALWAYS FIND WAYS TO MAKE THEM BETTER. THIS RIGHT HERE IS YOUR CLASSIC FLANNEL IN A YARN-DYE THAT USES FABRIC I SOURCED FROM AN ITALIAN MILL. IT'S SOME OF THE PLUSHEST STUFF I'VE EVER FELT. IN TYPICAL MINE77 STYLE, I'M NOT MAKING MANY OF THESE, SO IT'S A PRETTY SAFE BET YOU WON'T SHOW UP TO THE PARTY AND MEET YOUR TWIN.

- Yarn-Dyed Flannel
- Premium Italian Polyester Fabric
- Classic Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



BURGUNDY

\$94.77



# MINE77

## STRETCH VELOUR TRACK JACKET

WORDS BY JAKE, OCTOBER 2019

BLAME MY NEW YORK CITY ROOTS (I ♥ 212), BUT I'VE ALWAYS DREAMED OF A VELOUR TRACKSUIT. COSTANZA MAY HAVE DRAPED HIMSELF IN VELVET, BUT AFTER SEARCHING FOR THE PERFECT FABRIC (AND SOME SERIOUS PRODUCT TESTING), I FELL FOR THIS STRETCH VELOUR. IT'S THE SOFTEST STUFF EVER. WATCHING THE GAME IN PERSON (OR ON THE COUCH), TRAVELING, FESTIVALS – I'VE FOUND NO SHORTAGE OF OPPORTUNITIES TO RUN THIS. THE JACKET IS GREAT ON ITS OWN, BUT FOR MAXIMUM POTENCY, I RECOMMEND PAIRING IT WITH THE MATCHING MINE77 TRACK PANT. I MEAN LET'S FACE IT, LIFE'S TOO SHORT TO NOT BE COZY.

- Premium Stretch Velour Fabric
- Zippered Hand Pockets
- Ribbed Cuffs and Collar
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL

[UNISEX]



BLUE CRUSH

\$99.77



# MINE77

## STRETCH VELOUR TRACK PANT

WORDS BY JAKE, OCTOBER 2019

BLAME MY NEW YORK CITY ROOTS (I ♥ 212), BUT I'VE ALWAYS DREAMED OF A VELOUR TRACKSUIT. COSTANZA MAY HAVE DRAPED HIMSELF IN VELVET, BUT AFTER SEARCHING FOR THE PERFECT FABRIC (AND SOME SERIOUS PRODUCT TESTING), I FELL FOR THIS STRETCH VELOUR. IT'S THE SOFTEST STUFF EVER. WATCHING THE GAME IN PERSON (OR ON THE COUCH), TRAVELING, FESTIVALS (BURNING MAN APPROVED) – I'VE FOUND NO SHORTAGE OF OPPORTUNITIES TO RUN THIS. THE PANT IS GREAT ON ITS OWN, BUT FOR MAXIMUM POTENCY, I RECOMMEND PAIRING IT WITH THE MATCHING MINE77 TRACK JACKET. I MEAN LET'S FACE IT, LIFE'S TOO SHORT TO NOT BE COZY.

- Premium Stretch Velour Fabric
- Zippered Hand and Back Pockets
- Ribbed Cuffs
- Elastic Waistband
- Regular Fit
- Lifetime Warranty

Regular Fit  
XS S M L XL XXL  
[UNISEX]



BLUE CRUSH

\$79.77





# MINE 77 ADL PANT

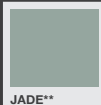
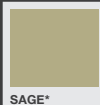
WORDS BY JAKE, OCTOBER 2019

TRUTH BE TOLD, I TYPICALLY CARRY TOO MUCH CRAP AROUND, BUT I SELDOM RUN A BACKPACK. THIS TENDENCY OF MINE DOESN'T FUNCTION IN NORMAL 4-POCKET PANTS ORGANIZATIONALLY AS TOO MANY DIFFERENT THINGS END UP IN THE SAME POCKET. THERE IS A REASON WHY BACKPACKS HAVE MANY POCKETS. WHY NOT A PANT? THIS CARGO PANT HAS A POCKET FOR EVERYTHING, AND ONCE YOU DEVELOP A SYSTEM AROUND THEM, THEY WILL NOT LET YOU DOWN. FOR THIS LATEST DESIGN, I IMPROVED THINGS BY ADDING A SIDE ZIP ENTRY THAT'S POSITIONED ALONG THE TOP OF EACH CARGO POCKET FOR EASY PHONE ACCESS WHEN YOU'RE SITTING DOWN. I CAN'T BELIEVE ALL CARGO PANT POCKETS AREN'T LIKE THIS. IT'S SUCH AN IMPROVEMENT.

- Magnetic Fly with Shank Closure
- Hand Pockets
- Bellowed Cargo Pockets with Exposed Zippered Inner Entry for Easy Access When You're Sitting and Magnetic Closures Right Where You Want Them / No Unintended Pocket Spillage
- Zippered Back Pockets / Zippered Thigh Pocket
- Tailored Fit
- Lifetime Warranty

\*Sage Colorway: Stretch Cotton Corduroy  
 \*\*Jade Colorway: Stretch Storm Cotton with DWR Coating

30	32	34
36	38	40



\$89.77



# MINE 77 KUSH SHORT

WORDS BY JAKE, OCTOBER 2019

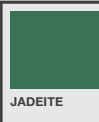
IF YOU'VE BEEN FOLLOWING ALONG, YOU KNOW I LIKE POCKETS. LOTS OF POCKETS, ESPECIALLY THE ZIPPERED KIND. THAT SAID, ONE THING THAT HAS ALWAYS BUGGED ME ABOUT SHORTS IS THAT THEY SEEM TO ALWAYS HAVE WIDE OPEN POCKETS, IF ANY POCKETS AT ALL. INEVITABLY, SOMETHING ENDS UP FALLING OUT WHEN AT THE GYM OR DRIVING WHICH DRIVES ME CRAZY. WITH THE KUSH SHORT, I CAN CHILL OUT OR GET SHIT DONE WITHOUT WORRIES. ZIPPERED FRONT AND BACK POCKETS MEAN THE IMPORTANT STUFF STAYS SECURE. A DRAWSTRING CLOSURE KEEPS THEM LOCKED AROUND YOUR WAIST.

- Zippered Front/Back Pockets to Keep Your Stuff Secure
- 100% Polyester
- Drawstring Closure
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



BLUE SMOKE



JADEITE

\$69.77



# MINE 77

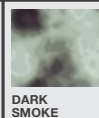
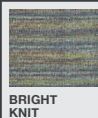
## S/S TECH TEE

WORDS BY JAKE, OCTOBER 2019

I REALLY LIKE THE VERSATILITY OF A MIDWEIGHT PERFORMANCE TECH TEE WITH COMFORTABLE SPECS. IT'S SOMETHING THAT I FEEL HAS BEEN MISSING FROM THE BURTON LINE AND A PIECE THAT YOU'LL FIND A USE FOR IN ANY SEASON. THIS SHORT SLEEVE TEE FEELS GREAT AGAINST THE SKIN, WHETHER IT'S A WARM, SPRING DAY OR THE DEEPEST DEPTHS OF WINTER. IT ALSO WORKS WELL AS A GO-TO FOR WORKING OUT, HIKING, OR DOING WHATEVER IN THE WARMER MONTHS. THE FABRIC IN THIS TEE PACKS A LOT OF PERFORMANCE. IT'S QUICK-DRYING, HIGHLY BREATHABLE, AND STINK-PROOF, PLUS IT OFFERS UPF 50+ PROTECTION AND FOUR-WAY STRETCH.

- DRYRIDE Ultrawick™ Midweight 200
- Quick-Drying and Highly Breathable
- UPF 50+ Rating
- Stretch 360° for Unlimited Mobility
- Agion® Stink-Proof Finish
- 93% Polyester, 7% Spandex
- Regular Fit
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



\$49.77



# MINE77

## MYSTERY LITE FISH 3D

WORDS BY JAKE, OCTOBER 2019

THE SENSATION OF SURFING ON SNOW IS A FEELING I'VE BEEN CHASING SINCE I WAS 14 YEARS OLD. THE FISH, FOR ME, IS THE EPITOME OF THAT EXPERIENCE. AND THERE HAS NEVER BEEN A MORE DIALED DESIGN THAN THIS. IT'S A BOARD THAT FIRST CAME ON THE SCENE IN 2002 THANKS TO TERJE AND JG AND IT CHANGED THE WAY WE ALL RIDE POW. SOMEHOW, WE CONTINUE TO FIND WAYS TO ADVANCE THE CONCEPT. FOR MINE77, I TOOK THE LATEST SURFBOARD-INSPIRED 3D SHAPED DESIGN AND GAVE IT THE BEST INGREDIENTS. THE RESULT IS A LIGHTWEIGHT TAKE ON THIS PROVEN SHAPE, HANDCRAFTED RIGHT HERE AT CRAIG'S, THE PROTO FACILITY AT OUR VERMONT HEADQUARTERS. THE GRAPHIC FEATURES IMAGERY FROM ONE OF MY FAVORITE PHOTOGRAPHERS - HERB RITTS. I HAVE SEVERAL OF HIS PHOTOS HANGING THROUGHOUT MY HOUSE AND IT'S AN HONOR TO BRING HIS IMAGERY TO THE MOUNTAIN.

Herb Ritts began his photographic career in the late 70s and gained a reputation as a master of art and commercial photography and directed numerous influential and award-winning music videos and commercials.

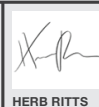
In his life and work, Herb Ritts was drawn to clean lines and strong forms. This graphic simplicity allowed his images to be read and felt instantaneously. His work often challenged conventional notions of gender or race.

The mission of the Herb Ritts Foundation is to advance the art of photography and support HIV/AIDS causes in a manner that reflects the spirit and values exemplified by Herb Ritts during his lifetime.

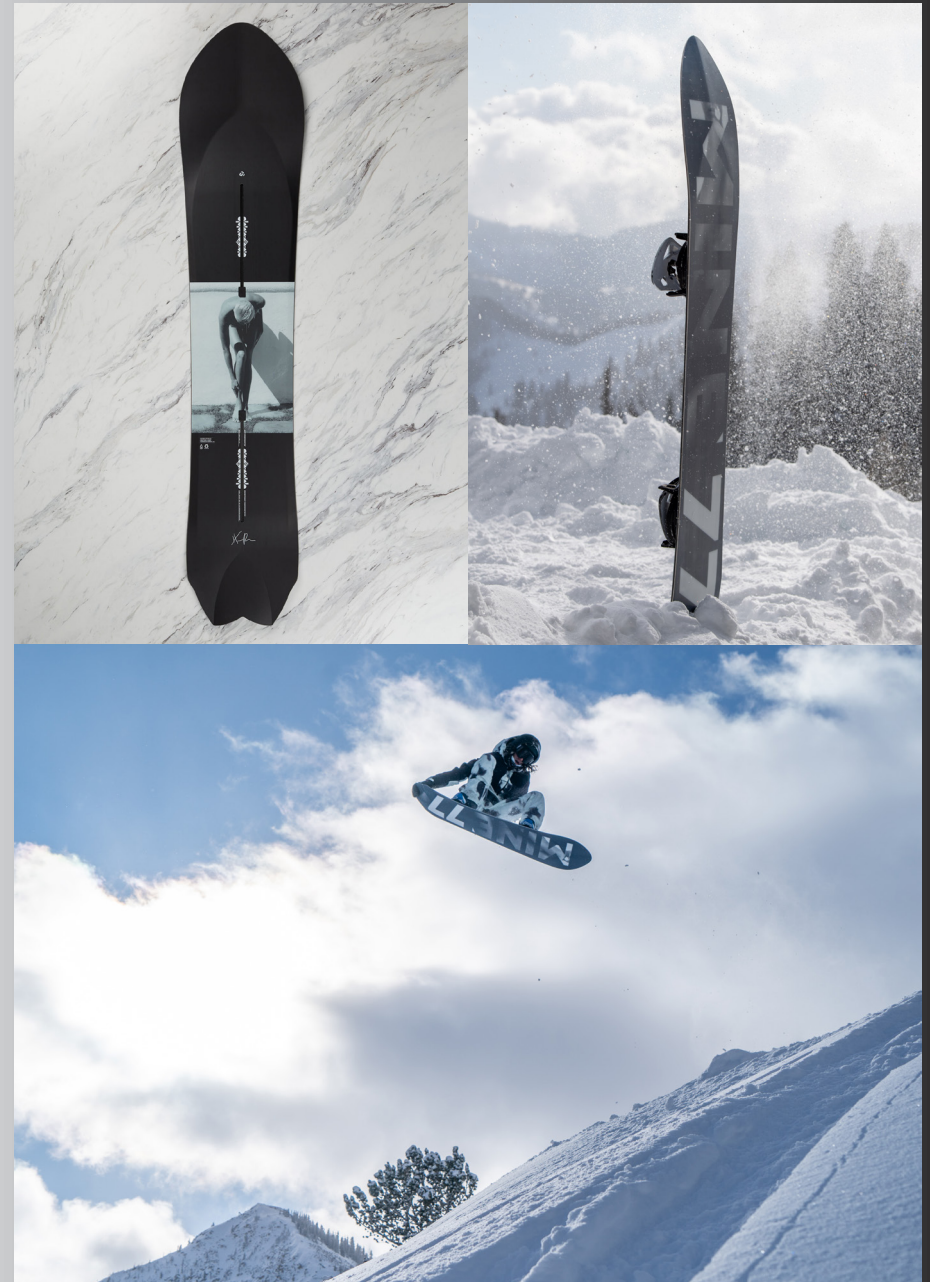
- **BEND:** Directional Flat Top
- **SHAPE:** Directional (30mm Taper)
- **FLEX:** Directional
- **CORE:** Dragonfly II™ 500G Core with Multizone EGD™
- **FIBERGLASS:** 45° Carbon Highlights
- **BASE:** Sintered WFO
- **EXTRAS:** The Channel®, Super Sap® Epoxy, and Infinite Ride™

156cm

Board photography by Herb Ritts  
[www.herbritts.com]  
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Licensed by Artestar, New York



\$799.77



# MINE77

## EST STEP ON® BINDING

WORDS BY JAKE, OCTOBER 2019

THERE IS NOT A BIGGER FAN OF STEP ON BINDINGS THAN ME. IT IS ALL I HAVE RIDDEN FOR OVER THREE YEARS AND I WAS BEYOND STOKED WHEN THE CREW DROPPED AN EST STEP ON BINDING ON MY COFFEE TABLE. IN MY WILDEST DREAMS, I NEVER IMAGINED HAVING A STEP ON RIDE WITH NOTHING BUT STRATEGICALLY DESIGNED CUSHIONING UNDERFOOT. I AM CONVINCED THIS IS THE BEST BINDING WE'VE EVER DEVELOPED. FOR A FINISHING TOUCH, I PLACED IMAGERY FROM ONE OF MY FAVORITE PHOTOGRAPHERS, **HERB RITTS**, ON THE HI-BACKS. I HAVE SEVERAL OF HIS PHOTOS HANGING THROUGHOUT MY HOUSE AND IT'S AN HONOR TO BRING HIS IMAGERY TO THE MOUNTAIN.

Herb Ritts began his photographic career in the late 70s and gained a reputation as a master of art and commercial photography and directed numerous influential and award-winning music videos and commercials.

In his life and work, Herb Ritts was drawn to clean lines and strong forms. This graphic simplicity allowed his images to be read and felt instantaneously. His work often challenged conventional notions of gender or race.

The mission of the Herb Ritts Foundation is to advance the art of photography and support HIV/AIDS causes in a manner that reflects the spirit and values exemplified by Herb Ritts during his lifetime.

- **BASEPLATE:** 30% Short-Glass/Nylon Composite, 30% Glass Filled Nylon EST® Baseplate Construction
- **HI-BACK:** Single-Component Nylon Zero-Lean Canted Hi-Back with FLAD™
- **CUSHIONING:** SensoryBED™ Cushioning System
- **BURTON WARRANTY:** Burton Bindings Warranty
- **Features Re-Ground Materials to Reduce Waste**

**MEDIUM**

Binding photography by Herb Ritts  
[www.herbritts.com]  
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**\$249.77**



# MINE77

## MINE77 X DRIFT BOARD APPROACH SKEEZ

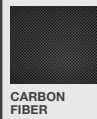
WORDS BY JAKE, OCTOBER 2019

U.S. Pat. No. 10,272,318  
Canada Pat. No. 3,033,865

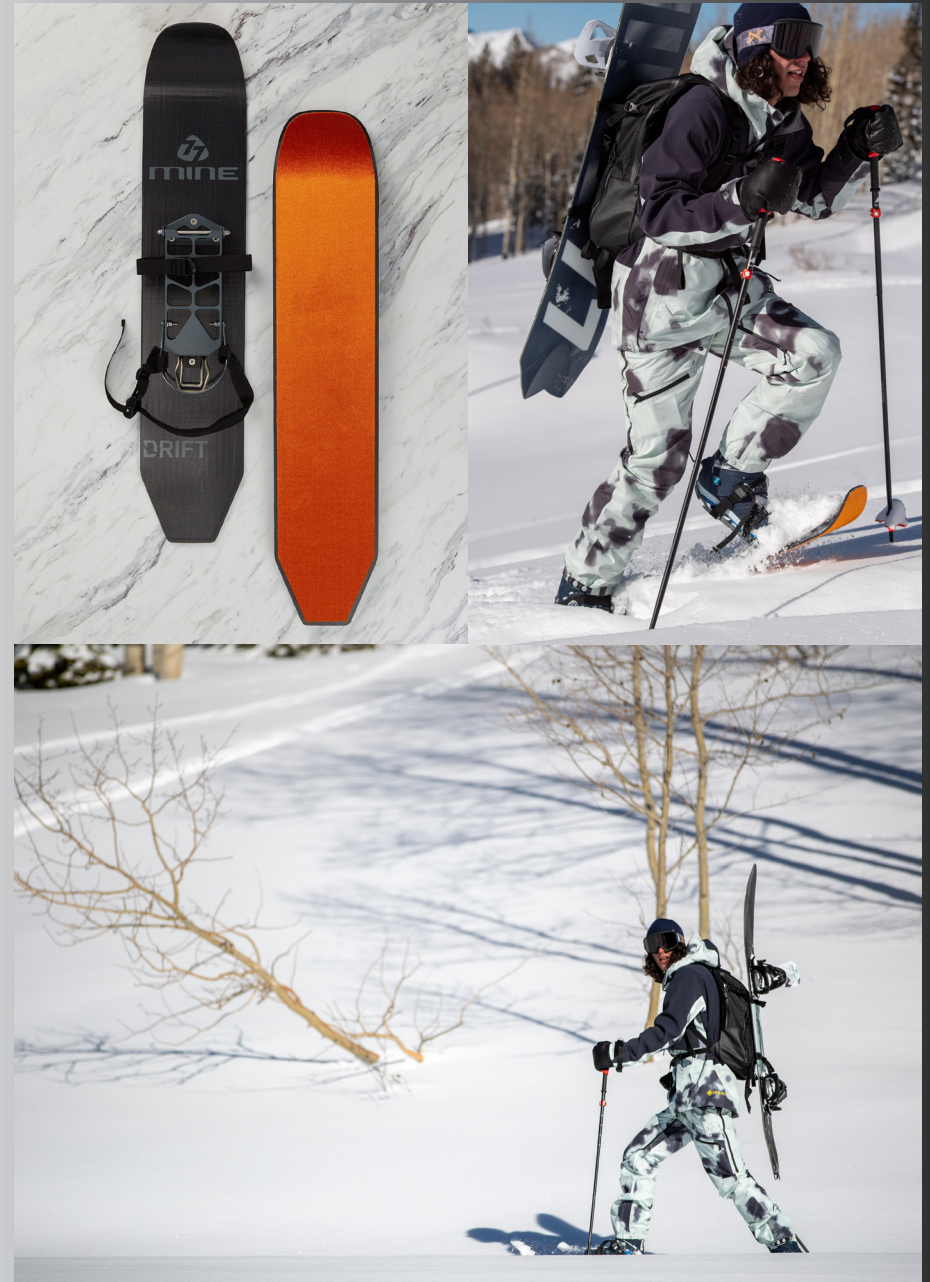
BACK BEFORE SNOWBOARDERS WERE ALLOWED ON LIFTS, IT WAS JUST YOU, YOUR FRIENDS, AND PLENTY OF POWDER. THAT'S THE SOUL OF THIS SPORT FOR ME, AND IN MANY WAYS, NOTHING'S CHANGED. TO THIS DAY, SOME OF MY BEST TURNS WERE THE ONES I EARNED AND, IN MY OPINION, THESE APPROACH "SKEEZ" WE DESIGNED WITH DRIFT ARE THE BEST WAY UP THE MOUNTAIN. ON THE CLIMB, THEY FUNCTION LIKE A SPLITBOARD WITH GRIPPY SKINS ON THE BOTTOM, A BINDING THAT HINGES AT THE TOE, AND HEEL ELEVATORS TO KEEP YOU LEVEL AND COMFORTABLE. WHEN IT'S TIME TO RIDE, YOU CAN JUMP RIGHT INTO YOUR POWDER BOARD OF CHOICE WITH YOUR FAVORITE BOOTS. STRAP THE SKEEZ RIGHT TO YOUR PACK - THEY'RE SO LIGHT YOU WON'T EVEN NOTICE. ANY BOARD CARRY STRAPS WILL DO BUT CHECK OUT THE SKEE-CARRY SYSTEM I DESIGNED ON THE MINE77 TOURING PACK - IT CARRIES THEM PERFECTLY. OH, AND DON'T MAKE THE SAME MISTAKE AS ME - GET YOURSELF SOME GOOD COLLAPSIBLE POLES.

- Ultra-Lightweight Carbon Fiber Construction Handmade in the USA (one pair weighs 5 lbs., about the same as 2 liters of water)
- Polyurethane Sidewall
- CNC Aluminum Bindings
- Steep Nose Ramps and Built-In Nylon Climbing Skins for Traction and Glide
- Webbing Straps with Cam Lock and Folding Heel Cup
- Heel Riser Bars with Two Height Options
- Stainless Steel Hardware
- Compatible with the Board Carry Straps on the Mine77 Touring Pack

6.75" W x 35" L (171mm W x 89cm L)



\$419.77



# MINE77 MINE77 X STEAMLINE® TRUNK

WORDS BY JAKE, OCTOBER 2019

OUR TRAVEL BAGS ARE DIALED AND HAVE BEEN FOR DECADES. SO, IT WAS A BIT OF A SURPRISE TO THE CREW WHEN I CAME TO THEM WITH THIS STEAMLINE LUGGAGE TRAVEL TRUNK, EQUIPPED WITH 4-SPINNER WHEELS. I DISCOVERED THIS TRUNK WAY BACK AT THE BEGINNING OF MINE77 WHILE TRAVELING THROUGH EUROPE AND WAS IMMEDIATELY HOOKED. OF COURSE, I HAD TO CUSTOMIZE EVERY DETAIL. I INCREASED THE SIZE, UPGRADED TO SKATE WHEELS, AND SWAPPED THE BUCKLES FOR BINDING RATCHETS. I ALSO DEVELOPED A MOUNTAIN SCENE PRINT FOR THE INTERIOR THAT BRINGS IT ALL TOGETHER. IN THE PAST FEW MONTHS ALONE, I HAVE TRAVELED TO FOUR CONTINENTS AND MORE COUNTRIES THAN I CAN COUNT, AND THIS TRUNK HAS BEEN MY HOME ON WHEELS.

- Custom Shape/Size
- Custom Interior Print
- Four Skate Wheels
- Snowboard Buckle Secured Straps

33.5" x 16.5" x 11"



BLACK

\$999.77



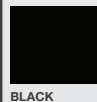
# MINE 77 BACKCOUNTRY VEST PACK

WORDS BY JAKE, OCTOBER 2019

MY YOUNGEST SON TIMI SUGGESTED WE CREATE THIS FOR THE LINE. HE'S AVI 1 AND WILDERNESS FIRST RESPONDER CERTIFIED AND HAS EXPERIENCE GUIDING AT A CAT AND HELI OP IN UTAH. HE STARTED RUNNING ONE OF THESE VESTS FOR HIKING AROUND THE RESORT AND QUICKLY FOUND OUT HOW FUNCTIONAL IT WAS. AS HE PUT IT, "WHEN YOU STRAP YOUR BOARD TO IT, IT FEELS WAY LIGHTER THAN A BACKPACK BECAUSE EVERYTHING IS EVENLY DISTRIBUTED ALL AROUND YOU. ALL OF THE CHEST POCKETS ARE ALSO EASY TO GET TO AT ANY TIME." OF COURSE, TIMI, ALONG WITH A FEW OF THE TEAM RIDERS, SWEATED EVERY DETAIL TO FINE-TUNE THE DESIGN AND GAVE IT THE BEST FABRIC AROUND.

- GORE-TEX INFINIUM™ Fabric on the Vest
- Dimension Polyant DP VX21 on the Pack
- Avalanche Tool Pocket / Hydration Compatible
- Pole Carrier Straps / Board Carry Straps
- YKK® Water-Resistant Zippers
- Side Compression Straps
- Compression Molded Back Panel
- Stabilizing Hip Belt
- Lifetime Warranty

S/M L/XL  
[UNISEX]



\$249.77





# MINE77

## TOURING PACK (APPROACH SKEEZ COMPATIBLE)

WORDS BY JAKE, OCTOBER 2019

IN 1987, BACKCOUNTRY EQUIPMENT MADE ITS DEBUT IN THE BURTON LINE. OUT OF NECESSITY MORE THAN ANYTHING SINCE SNOWBOARDING WAS STILL FIGHTING FOR ACCEPTANCE AT RESORTS. SINCE THEN, I'VE CYCLED THROUGH A LONG LIST OF TECHNICAL PACKS, BUT CERTAIN DESIGNS KEEP RISING TO THE TOP. THE TOURING PACK IS THE ESSENCE OF ALL THAT. I BASED IT ON THE [AK] PARADISE PACK FROM A FEW SEASONS BACK – MY LONGSTANDING GO-TO FOR RIDING. IT'S LIGHT AND LOW-PROFILE WITH SPACE FOR THE ESSENTIALS, PLUS THE MOST SECURE BOARD CARRY I'VE TRIED YET. CATCH THE DOGS AND I CLIMBING SPRUCE AT STOWE AND THIS IS THE PACK I'M RUNNING. THE FABRIC ON THIS PACK IS DAMN NEAR INDESTRUCTIBLE AND I ALSO OUTFITTED IT WITH A COMPARTMENT THAT UNZIPS TO CARRY THE MINE77 X DRIFT BOARD APPROACH SKEEZ IDEALLY.

- Dimension Polyant DP VX21 Fabric
- Board Carry Straps / Pole Carry Straps
- Zip-Out Sleeve for Carrying Approach Skeez
- Dual Front Zippered Pockets
- Lifetime Warranty

20L / 20.5" x 13" x 5"



BLACK

\$149.77



# MINE77

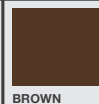
## WINTER MOC

WORDS BY JAKE, OCTOBER 2019

IT'S ONLY TAKEN ME 50+ YEARS OF SNOWBOARDING TO FINALLY FIND THE PERFECT BEFORE OR APRÈS BOOT. THE WINTER MOC IS SOMETHING I'VE WANTED TO MAKE FOR A WHILE AND MINE77 PRESENTED THE PERFECT OPPORTUNITY. IT'S ONLY NOW THOUGH, AFTER A YEAR OF WEAR-TESTING AND REFINING, THAT I'M READY TO DROP THIS PIECE IN THE COLLECTION. THEY'LL TURN SOME HEADS FOR SURE, AND THEY'RE AS WARM AND COMFORTABLE AS THEY LOOK THANKS TO A SHERPA LINING. I REALLY LIKE HOW THE RAWHIDE BREAKS IN AND GETS NICE AND BUTTERY OVER TIME, AND THE BEST PART OF ALL MAY BE THE CUSTOM RUBBER SOLE – A KEY DETAIL THAT SETS THIS BOOT APART FROM ALL THE NON-FUNCTIONAL BOOTS IN THIS CATEGORY.

- Rawhide Boot with Rawhide Laces
- Sherpa Lining
- Custom Mine77 Gum Sole

6 7 8 9 10 11 12 13  
[MEN'S SIZING]



\$199.77



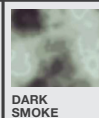
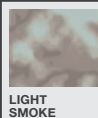
# MINE77 ALL PURPOSE MITT KIT

WORDS BY JAKE, OCTOBER 2019

MITTS, IN MY OPINION, ARE THE WAY TO GO ON THE MOUNTAIN, AND MY NEW GO-TO IS THE MINE77 ALL PURPOSE MITT KIT. IT'S GOT A REMOVABLE FLEECE LINER WHICH GIVES YOU THREE OPTIONS IN ONE. I WEAR THE SHELL AND LINER ON THE COLDEST OF DAYS, JUST THE SHELL ON MOST DAYS, AND THE LINER ON ITS OWN WHEN I'M EARNING TURNS OR DRIVING. THE VERSATILITY CAN'T BE BEAT. I ALSO LIKE HOW THE LOW-PROFILE DESIGN FITS WELL WHEN YOU'RE DITCHING THE JACKET AND JUST RIDING IN A LONG SLEEVE OR FLANNEL. NOBODY WANTS TO FEEL LIKE THEY'RE WEARING BIG BULKY BOXING GLOVES ON A WARM SPRING DAY. IT'S ALSO TOUCHSCREEN-FRENDLY WITH SCREEN GRAB® PALMS.

- Lightweight Liner with Screen Grab® Thumb and Index Finger
- Screen Grab® Palm with Sticky Icky™ Grip
- DRYRIDE™ Water-Resistant Stretch Fabric
- Brushed Microfiber Fixed Lining
- Low-Profile Cuff
- Ergonomic Pre-Curved Fit
- Removable Wrist Leash
- Lifetime Warranty

XS S M L XL XXL  
[UNISEX]



\$59.77



# MINE77 DWR AND CASHMERE BEANIE

WORDS BY JAKE, OCTOBER 2019

NO WINTER COLLECTION IS COMPLETE WITHOUT A NICE BEANIE. THIS ONE IN PARTICULAR HAS A DWR COATING, SO IT'LL KEEP YOUR NOGGIN' FROM SOGGIN'. THE CASHMERE LINING IS AN UNEXPECTED TOUCH WITH AN INCREDIBLE SOFTNESS FOR YOUR FOREHEAD AND EARS. MEANT TO BE WORN WITH A FOLDED CUFF AND FINISHED WITH A SUBTLE MINE77 EMBROIDERED LOGO.



- Acrylic DWR Yarn on Exterior
- 100% Cashmere Lining
- Lifetime Warranty

ONE-SIZE

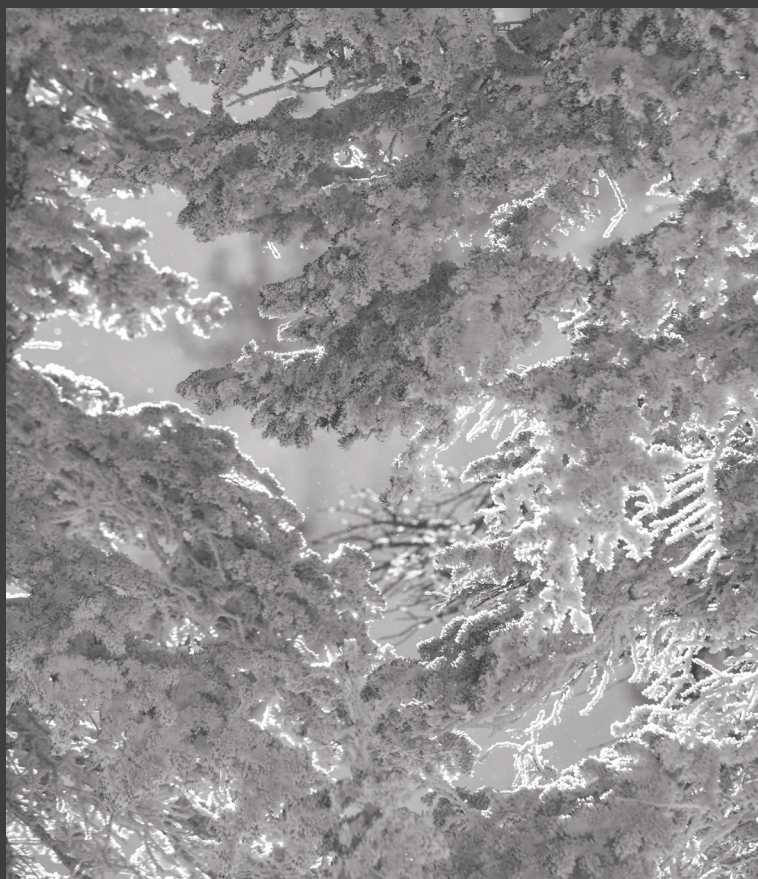


NINE IRON

\$59.77



the MINE is ours.



**MINE 77**

[BURTON.COM/MINE77](http://BURTON.COM/MINE77)

[#RideOnJake](https://www.instagram.com/hashtag/RideOnJake)