



ROXY

Winter
2022

ROXY

WINTER 2022

Roxy is the first action sports brand exclusively dedicated to women. Inspired by the Mountain, the Wave, and the communities that surround them. Roxy has cultivated female pioneers and defied the status quo, redefining the course of sport, culture and gender perceptions. The Roxy hardgoods collection strikes the balance between style, performance, femininity and sustainability. 30+ years of Roxy design heritage and Mervin Made women's hardgoods development come together in our Roxy Snowboard and Binding collection. State of the art technology and dynamic designs by Roxy x Mervin. Together we seek movement and see change, with environmentally responsible production and industry first technologies. Here's an invitation to join our trip. To put your heart into it. To draw new lines and to show others that they can do the same.



TORAH BRIGHT



CHLOE KIM



KATIE ORMEROD



EMILY ARTHUR



BAILY MCDONALD



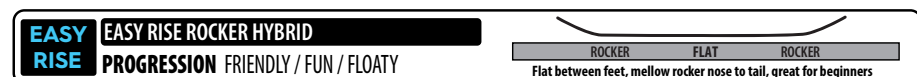
AIMEE FULLER

THE ORIGINAL ROCKER/CAMBER HYBRID CONTOURS

EFFORTLESS CONTROL. ENGINEERED FOR SNOWBOARDING

The perfect all terrain hybrid and camber contours for control, precision, power, and progression across the whole mountain.

EASY RISE : EASY riding contour with a flat contour between your feet and mellow rocker to nose and tail.



C2 Hybrid : PERFECTION Reverse camber between your feet, more aggressive cambers to contacts.



C3 Camber : AGGRESSION Micro rocker between your feet, overall tip to tail camber.



MAGNE-TRACTION® EFFORTLESS EDGE HOLD

SERRATED STEAK KNIFE TECHNOLOGY

Serrated edge technology for incredible edge hold. Strategically located edge serrations provide hold and control in all conditions. Winner of dozens of national and international awards, ridden to podium performances at the Olympics, X Games, and to personal performance highlights at resorts around the world. Featured on all models. Patents #7823892, #8511704

HEART WOOD CORE CONSTRUCTIONS

The core gives your snowboard its personality. Its shape, type of wood, and contour determine how it will ride and respond to varying conditions. The core is a defining ingredient that gives life to every snowboard. We are committed to building our Roxy snowboards with fast growing, sustainably harvested FSC wood for our cores.



KIND HEARTED

kinder, softer sustainably harvested poplar/paulownia blends



FULL HEARTED

light and lively sustainably harvested poplar/paulownia blends - 4 stringer



LIGHT HEARTED

ultra light, strong sustainably harvested aspen/paulownia blends - 4 stringer

MAGNE-TRACTION® EFFORTLESS EDGE HOLD

SERRATED STEAK KNIFE TECHNOLOGY



MERVIN MADE
ZERO HAZARDOUS WASTE

MERVIN MADE ECO-CONSTRUCTION

BUILT WITH WIND AND WATER GENERATED POWER IN THE USA

ECO MATERIALS

FSC RENEWABLE ECO WOODS
LOW VOC RESIN SYSTEMS
BIO TOPSHEETS
ECO SUBLIMATION

ECO PROCESS

WATER CLEANSSED
GRINDING SYSTEMS
BIO SOLVENTS
WOOD DUST TO SOIL

RECYCLING

RECYCLED WOOD
RECYCLED PLASTICS



HANDBUILT IN THE USA





WINTER 2022 ROXY SNOWBOARDS

The Roxy series blends 30+ years of Roxy design heritage and Mervin women's premium hardgoods development with our industry first technologies. These boards are handbuilt with environmentally responsible production and materials.

Award winning features like Magne-Traction for stable edge-hold and solid turns, along with confidence building contours, shapes and geometries combine with ROXY attitude and style for an unbeatable snowboard collaboration.

FREESTYLE ALL MOUNTAIN
TWIN

XOXO PRO



With her head in the clouds and feet firmly planted on her board, Olympic gold medalist Chloe Kim takes snowboarding to new heights with a hi-tech collection that blends her playful style with her fearless performance. The XOXO Pro is Chloe Kim's choice for progressive freestyle fun with our performance proven C3 camber dominant contour, Magne-Traction®, and a snappy flex. This Roxy Team favorite balances comfortable control and confident power moves with ease on the whole mountain. Parks, pipes, resorts, wherever you choose to play, the XOXO brings the love.

- C3 Camber perfection for increased pop and stability
- Mervin Made with advanced technology and eco-materials
- Graphics designed by Chloe Kim to complement her Roxy signature snow collection

TERRAIN	PARK	ALL MOUNTAIN	FREERIDE
ABILITY	BEGINNER	INTERMEDIATE	ADVANCED
FLEX	SOFT	MEDIUM	FIRM

SIZE(CM)	CONTACT LENGTH(CM)	SIDECUT(M)	WAIST WIDTH(CM)	NOSE/TAIL WIDTH(CM)	STANCE MIN-MAX / SETBACK
145	111	8	24.1	27.7 / 27.7	19.24"-24" / 0"
149	114	8.1	24.2	28.1 / 28.1	19.24"-24" / 0"

C3 CAMBER

AGGRESSIVE ALL TERRAIN CAMBER CONTOUR
AGGRESSION CONTROL / PRECISION / POWER

Camber perfection, engineered for snowboarding

MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
 SERRATED STEAK KNIFE TECHNOLOGY



LIGHT HEARTED CORE
 ultra light, strong sustainably harvested
 aspen/paulownia blends

MERVIN MADE
 ZERO HAZARDOUS WASTE

**HANDBUILT
 IN THE USA**

FREESTYLE ALL MOUNTAIN
TWIN



XOXO

The XOXO is a playful progressive freestyle board with a decade of history as a Roxy team favorite. The performance proven C3 camber dominant contour, Magne-Traction®, and snappy flex are designed for parks, pipes, resorts, wherever you choose to play. With the perfect balance of comfortable control and confident performance, anything is possible. The XOXO turns the whole mountain into a freestyle playground, with love.

- C3 Camber perfection for increased pop and stability
- Mervin Made with advanced technology and eco-materials
- Roxy team choice for comfortable control and confident power moves

TERRAIN	PARK	ALL MOUNTAIN	FREERIDE
ABILITY	BEGINNER	INTERMEDIATE	ADVANCED
FLEX	SOFT	MEDIUM	FIRM

SIZE(CM)	CONTACT LENGTH(CM)	SIDECUT(M)	WAIST WIDTH(CM)	NOSE/TAIL WIDTH(CM)	STANCE MIN-MAX / SETBACK
139	105	7.8	23.2	26.7 / 26.7	17.75"-22.5" / 0"
142	108	7.8	23.7	27.2 / 27.2	18.5"-23.5" / 0"
145	111	8.0	24.1	27.7 / 27.7	19.24"-24" / 0"
149	114	8.1	24.2	28.1 / 28.1	19.24"-24" / 0"
152	117	8.2	24.4	28.4 / 28.4	19.24"-24" / 0"

AGGRESSIVE ALL TERRAIN CAMBER CONTOUR
AGGRESSION CONTROL / PRECISION / POWER

Camber perfection, engineered for snowboarding

MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
 SERRATED STEAK KNIFE TECHNOLOGY



LIGHT HEARTED CORE
 ultra light, strong sustainably harvested
 aspen/paulownia blends

MERVIN MADE
 ZERO HAZARDOUS WASTE

**HANDBUILT
 IN THE USA**

FREESTYLE ALL MOUNTAIN
DIRECTIONAL



SMOOTHIE

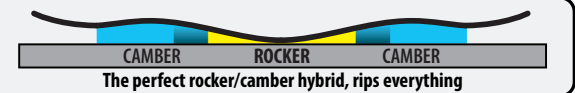
The Smoothie is an all mountain freestyle board with a decade of development and Roxy team influence. With a directional C2 contour, Magne-Traction®, a wider nose for float, and a fine-tuned flex pattern this board is stable and reliable in all conditions. Controlled turns, powder slashes, big mountain lines, or resort flow lines, the Smoothie will Make Waves. Move Mountains. And make memories.

- Directional C2 camber hybrid for all mountain flow and float
- Fast Sintered base and Magne-Traction® for predictable edge control.
- Built with solar power, zero CO2 emissions and FSC certified wood cores

TERRAIN	PARK	ALL MOUNTAIN	FREERIDE
ABILITY	BEGINNER	INTERMEDIATE	ADVANCED
FLEX	SOFT	MEDIUM	FIRM

SIZE(CM)	CONTACT LENGTH(CM)	SIDECUT(M)	WAIST WIDTH(CM)	NOSE/TAIL WIDTH(CM)	STANCE MIN-MAX / SETBACK
143	105	7.7	23.4	27.2 / 26.8	18.5"-23.5" / 1.5"
146	107	7.8	23.9	27.6 / 27.4	18.5"-23.5" / 1.5"
149	110	7.9	24.3	28.4 / 28.2	19"-24" / 1.5"
152	113	8.0	24.5	28.6 / 28.4	19"-24" / 1.5"

HYBRID C2 PERFECT ALL TERRAIN HYBRID CONTOUR
PERFECTION CONTROL / PRECISION / FLOAT



MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
SERRATED STEAK KNIFE TECHNOLOGY



FULL HEARTED CORE
light and lively sustainably harvested
70% poplar / 30% paulownia - 4 stringer

MERVIN DESIGNED

ALL MOUNTAIN
DIRECTIONAL

BREEZE

The Roxy Breeze is an all mountain board with a snappy medium flex. The directional shape and geometry, with a 1" set-back stance makes it easy to keep your nose up in the powder and for riding a variety of terrain on the whole mountain. The C2 Hybrid contour with Magne-Traction® combines precision edge control with the perfect rocker/camber hybrid blend for all mountain fun. Set up the Breeze with the Roxy Viva binding for a perfect pairing!

- Directional C2 hybrid contour and playful medium flex for all terrain adventures
- Magne-Traction® for predictable edge control
- Built with solar power, zero CO2 emissions and FSC certified wood cores

TERRAIN	PARK	ALL MOUNTAIN	FREERIDE
ABILITY	BEGINNER	INTERMEDIATE	ADVANCED
FLEX	SOFT	MEDIUM	FIRM

SIZE(CM)	CONTACT LENGTH(CM)	SIDECUT(M)	WAIST WIDTH(CM)	NOSE/TAIL WIDTH(CM)	STANCE MIN-MAX / SETBACK
140	102	8.0	23.1	27 / 26.9	17.5"-22.5" / 1"
144	105	8.0	23.5	27.6 / 27.5	18.5"-23.5" / 1"
148	108	8.0	23.8	28.1 / 28	18.5"-23.5" / 1"
151	112	8.0	24	28.6 / 28.5	18.5"-23.5" / 1"
154	114	8.0	24.2	29 / 28.9	18.5"-23.5" / 1"

**HYBRID
C2**

PERFECT ALL TERRAIN HYBRID CONTOUR
PERFECTION CONTROL / PRECISION / FLOAT



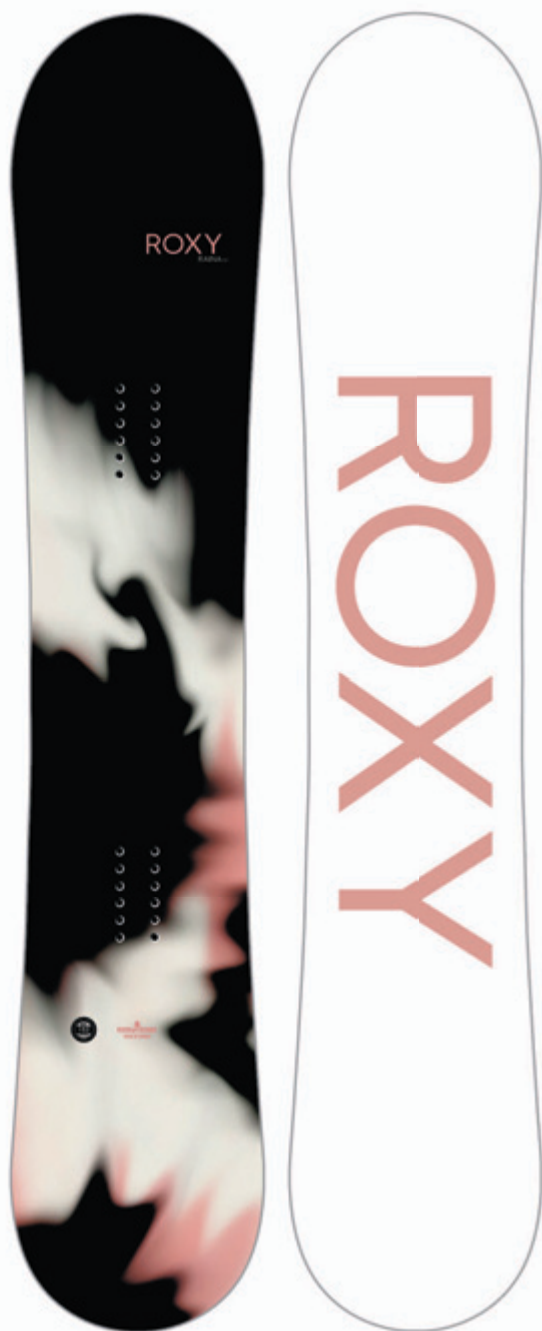
MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
SERRATED STEAK KNIFE TECHNOLOGY



FULL HEARTED CORE
light and lively sustainably harvested
70% poplar / 30% paulownia - 4 stringer

MERVIN DESIGNED

ALL MOUNTAIN
DIRECTIONAL TWIN



RAINA

The Roxy Raina is an all mountain board with a playful medium-soft flex. The directional twin geometry, Magne-Traction® and a perfect camber/rocker hybrid C2 contour are designed for comfortable control, precision and float in any snow conditions. The Raina is a fun, easy riding board that can take beginners to the next level or give an entry level rider a progression boost. Pair the Raina with the Roxy Viva bindings for a perfect match!

- Directional Twin, C2 contour and playful soft-medium flex for comfortable all mountain fun
- Magne-Traction® for predictable edge control
- Built with solar power, zero CO2 emissions and FSC certified wood cores

TERRAIN	PARK	ALL MOUNTAIN	FREERIDE
ABILITY	BEGINNER	INTERMEDIATE	ADVANCED
FLEX	SOFT	MEDIUM	FIRM

SIZE(CM)	CONTACT LENGTH(CM)	SIDECUT(M)	WAIST WIDTH(CM)	NOSE/TAIL WIDTH(CM)	STANCE MIN-MAX / SETBACK
139	102	7.0	23.1	27 / 27	17.5"-22.5" / 5"
143	105	7.0	23.5	27.6 / 27.6	18.5"-23.5" / .5"
147	108	7.0	23.8	28.1 / 28.1	18.5"-23.5" / .5"
151	112	7.0	24	28.6 / 28.6	18.5"-23.5" / .5"

HYBRID C2 PERFECT ALL TERRAIN HYBRID CONTOUR
PERFECTION CONTROL / PRECISION / FLOAT



MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
SERRATED STEAK KNIFE TECHNOLOGY



KIND HEARTED CORE
kinder, softer sustainably harvested
85% poplar / 15% paulownia blend

MERVIN DESIGNED

ALL MOUNTAIN
TWIN

DAWN

The Roxy Dawn is an all mountain board with a friendly soft flex, twin geometry, and Magne-Traction® for predictable control. The Easy Rise contour is flat between the feet with a mellow rocker to the nose and tail for catch-free progression at any level. Perfect for beginners, the Dawn is forgiving and playful, with the right technology for comfortable progression. Pair it with the Roxy Viva bindings for a comfy package!

- Twin geometry, Easy-Rise contour and softer flex for beginner friendly progression
- Magne-Traction® for predictable edge control
- Built with solar power, zero CO2 emissions and FSC certified wood cores

TERRAIN	PARK	ALL MOUNTAIN	FREERIDE
ABILITY	BEGINNER	INTERMEDIATE	ADVANCED
FLEX	SOFT	MEDIUM	FIRM

SIZE(CM)	CONTACT LENGTH(CM)	SIDECUT(M)	WAIST WIDTH(CM)	NOSE/TAIL WIDTH(CM)	STANCE MIN-MAX / SETBACK
138	96	7.0	22.6	26 / 26	17.5"-22.5" / 0"
142	102	7.0	23.2	27.1 / 27.1	18.5"-23.5" / 0"
146	105	7.0	23.5	27.7 / 27.7	18.5"-23.5" / 0"
149	108	7.0	23.7	28 / 28	18.5"-23.5" / 0"
152	112	7.0	23.8	28.3 / 28.3	18.5"-23.5" / 0"

**EASY
RISE**

EASY RISE ROCKER HYBRID

PROGRESSION FRIENDLY / FUN / FLOATY



MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
SERRATED STEAK KNIFE TECHNOLOGY



KIND HEARTED CORE
kinder, softer sustainably harvested poplar

MERVIN DESIGNED

POPPY

The Poppy package is a great introduction to snowboarding for kids. They are never too young to make waves and move mountains. The Poppy snowboard comes boxed in a convenient package with the bindings mounted. The bindings are easily adjustable, feature comfy straps and are sized right for the board. A soft flex, catch free radial sidecut, and rocker contour make the Poppy a perfect introduction to all mountain fun!

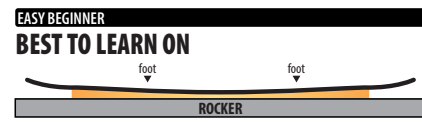


- Radial Sidecut - Smooth and predictable turns
- Full Wood Core - Light and poppy
- Sandwich Construction (110, 118, 128)
- Cap Construction (80, 90, 100)
- Bindings assembled and mounted inside protective sales floor box

TERRAIN	PARK	ALL MOUNTAIN	FREERIDE
ABILITY	BEGINNER	INTERMEDIATE	ADVANCED
FLEX	SOFT	MEDIUM	FIRM

SIZE(CM)	CONTACT LENGTH(CM)	SIDECUT(M)	WAIST WIDTH(CM)	NOSE/TAIL WIDTH(CM)	STANCE MIN-MAX / SETBACK
80	50	4.0	20.0	22.0 / 22.0	11.0"-13.5" / 0"
90	60	5.5	21.0	22.5 / 22.5	11.0"-14.0" / 0"
100	66	6.5	21.0	23.6 / 23.6	11.0"-14.0" / 0"
110	76	6.5	22.0	24.2 / 24.2	11.0"-14.0" / 0"
118	82	6.5	22.0	25.0 / 25.0	15.0"-18.0" / 0"
128	92	6.5	23.0	26.2 / 26.2	16.0"-19.0" / 0"

ROXY
ROCKER
CONTOUR



- Roxy Rocker provides a smooth catch-free ride for easy learning
- Even pressure distribution for forgiving toe to heel side turning
- Predictable board response with a softer but stable flex

Poppy bindings are perfectly matched to the Roxy Poppy rider, with adjustability and easy entry features for Roxy Teenie's growing into Roxy Girls.



POPPY Speed Strap Binding

- size: X-SMALL (US 12C-3)
- Single Buckle Speed-Strap
 - Quick Adjust Heelcup
 - Snow Shedding Footbed
- Packaged With Board Sizes:
80, 90, 100



POPPY Traditional Binding

- size: SMALL (US 2-7)
- Height Adjustable Highback
 - Adjustable Heelcup
 - Padded EVA Highback
 - Snow Shedding Footbed
- Packaged With Board Sizes:
110, 118, 128

WINTER 2022 ROXY BINDINGS

The Roxy binding collection offers comfort, adjustability and performance for a balanced ride. Confidence is gained when our equipment works in harmony. The Viva binding is a perfect pairing with our Dawn, Raina, and Breeze boards for a more flexible set-up and all mountain flow. The Lola features lightweight components and performance features for intuitive control and a responsive flex. Pair the Lola with the XOXO's and Smoothie for freestyle all mountain adventures and the confidence that comes with knowing your style and equipment are working in perfect harmony.





VIVA

Comfort and adjustability combine for a balanced ride. The Roxy Viva is the perfect pairing for any of our Roxy all mountain boards. With comfort in mind, the Viva features a medium-soft flex, cushioned ankle strap with a compression window, full eva padded highback with tool-less forward lean adjustability, and foam pads at the toe and heel to absorb shock and vibration. Lightweight components include a cored toe strap and a unique baseplate with open side panels for a more forgiving flex and easy movement. Step into the Roxy Viva and cruise the mountain with confidence!

Size: **S/M (USW 4-7) M/L (USW 6.5-11)** Color: **White / Black**

TERRAIN	PARK	ALL MOUNTAIN	STEEPS
PERFORMANCE	PLAYFUL	ALL AROUND	AGGRESSIVE
FLEX	SOFT	MEDIUM	STIFF

- **Padded footbeds and highback for comfort**
- **Tool-less highback adjustability**
- **Comfy padded ankle strap with compression window**



LOLA



The Roxy Lola binding is designed to match the needs of the Roxy rider with adjustability, comfort, and performance features for precise control. A medium flexing binding, the Lola has a dual ankle strap construction for lightweight support and comfort, full eva padded baseplate for extra shock and vibration absorption, and an asymmetric padded highback with tool-less adjustability for intuitive support and control. The baseplate is a responsive dual vent design for reinforced support that works in harmony with all the Lola components. The Roxy Lola is ready for any mountain adventure!

Size: **S/M (USW 4-7) M/L (USW 6.5-11)** Color: **White / Black**

TERRAIN	PARK	ALL MOUNTAIN	STEEPS
PERFORMANCE	PLAYFUL	ALL AROUND	AGGRESSIVE
FLEX	SOFT	MEDIUM	STIFF

- Fully padded EVA footbed with adjustable toe ramp
- Contoured Asymmetric highback with tool-less adjustability
- Lightweight two-part cradle ankle strap

WINTER 2022 BOARD SPECS

	LENGTH	CONTACT LENGTH	SIDECUT	WAIST WIDTH	NOSE / TAIL WIDTH	STANCE / SETBACK
 XOXO PRO	145	111	8.0	24.1	27.7 / 27.7	19" - 24" / 0"
	149	114	8.1	24.2	28.1 / 28.1	19" - 24" / 0"
 XOXO	139	105	7.8	23.2	26.7 / 26.7	17.75"-22.5" / 0"
	142	108	7.8	23.7	27.2 / 27.2	18.5"-23.5" / 0"
	145	111	8.0	24.1	27.7 / 27.7	19.24"-24" / 0"
	149	114	8.1	24.2	28.1 / 28.1	19.24"-24" / 0"
	152	117	8.2	24.4	28.4 / 28.4	19.24"-24" / 0"
 SMOOTHIE	143	105	7.7	23.9	27.2 / 26.8	18.5"-23.5" / 1.5"
	146	107	7.8	23.9	27.6 / 27.4	18.5"-23.5" / 1.5"
	149	110	7.9	24.3	28.4 / 28.2	19"-24" / 1.5"
	152	113	8.0	24.5	28.6 / 28.4	19"-24" / 1.5"
 BREEZE	140	102	8.0	23.1	27 / 26.9	17.5"-22.5" / 1"
	144	105	8.0	23.5	27.6 / 27.5	18.5"-23.5" / 1"
	148	108	8.0	23.8	28.1 / 28	18.5"-23.5" / 1"
	151	112	8.0	24	28.6 / 28.5	18.5"-23.5" / 1"
	154	114	8.0	24.2	29 / 28.9	18.5"-23.5" / 1"
 RAINA	139	102	7.0	23.1	27 / 27	17.5"-22.5" / 5"
	143	105	7.0	23.5	27.6 / 27.6	18.5"-23.5" / .5"
	147	108	7.0	23.8	28.1 / 28.1	18.5"-23.5" / .5"
	151	112	7.0	24	28.6 / 28.6	18.5"-23.5" / .5"
 DAWN	138	96	7.0	22.6	26 / 26	17.5"-22.5" / 0"
	142	102	7.0	23.2	27.1 / 27.1	18.5"-23.5" / 0"
	146	105	7.0	23.5	27.7 / 27.7	18.5"-23.5" / 0"
	149	108	7.0	23.7	28 / 28	18.5"-23.5" / 0"
	152	112	7.0	23.8	28.3 / 28.3	18.5"-23.5" / 0"
 POPPY	80	50	4.0	20.0	22.0 / 22.0	11.0"-13.5" / 0"
	90	60	5.5	21.0	22.5 / 22.5	11.0"-14.0" / 0"
	100	66	6.5	21.0	23.6 / 23.6	11.0"-14.0" / 0"
	110	76	6.5	22.0	24.2 / 24.2	11.0"-14.0" / 0"
	118	82	6.5	22.0	25.0 / 25.0	15.0"-18.0" / 0"
	128	92	6.5	23.0	26.2 / 26.2	16.0"-19.0" / 0"

ROXY SNOWBOARDS:



DAWN

ALL MOUNTAIN/TWIN
138 / 142 / 146 / 149 / 152

EASY RISE
MAGNE-TRACTION®



RAINA

ALL MOUNTAIN/DIRECTIONAL TWIN
139 / 143 / 147 / 151

C2 Hybrid
MAGNE-TRACTION®



BREEZE

ALL MOUNTAIN/DIRECTIONAL
140 / 144 / 148 / 151 / 154

C2 Hybrid
MAGNE-TRACTION®



SMOOTHIE

FREESTYLE/ALL MOUNTAIN/DIRECTIONAL
143 / 146 / 149 / 152

C2 Hybrid
MAGNE-TRACTION®



XOXO

FREESTYLE/ALL MOUNTAIN/TWIN
139 / 142 / 145 / 149 / 152

C3 Camber 
MAGNE-TRACTION



XOXO PRO

FREESTYLE/ALL MOUNTAIN/TWIN
145 / 149

C3 Camber 
MAGNE-TRACTION

POPPY PACKAGE:



POPPY (YOUTH)

EASY BEGINNER YOUTH PACKAGE
80, 90, 100, 110, 118, 128

RXY ROCKER
CATCH FREE LEARNING



SPEED STRAP binding

size: XS (US12C-5)
pairs with boards: 80cm, 90cm, 100cm

TRADITIONAL Binding

size: S (US2-7)
pairs with boards: 110cm, 118cm, 128cm

ROXY BINDINGS:



VIVA

Comfort and adjustability for a balanced ride
Sizes: **S/M** (US W 4-7), **M/L** (US W 6.5-11)

- Padded footbed and highback for comfort
- Tool-less highback adjustability
- Comfy padded ankle strap with compression window



LOLA

Adjustability, comfort and performance features for precise control

Sizes: **S/M** (US W 4-7), **M/L** (US W 6.5-11)

- Fully padded EVA footbed with adjustable toe ramp
- Contoured asym highback with tool-less adjustability
- Lightweight two-part cradle ankle strap

MAKE WAVES. MOVE MOUNTAINS.

<https://roxy.mervin.com>

