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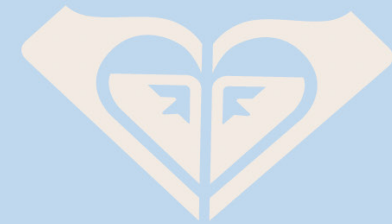
X

Y

WINTER
25/26

CELEBRATING THE POWER OF WOMEN SINCE 1990

Roxy is a symbol of freedom, self expression, and confidence. As the original action sports brand for women, we've cultivated female pioneers and defied the status quo, redefining the course of sport, culture, and gender perceptions. The Roxy winter collection leverages 30+ years of design heritage to strike the balance between style, performance, femininity, and sustainability. With Mervin Manufacturing as a partner, Roxy snowboards and bindings offer state of the art technologies, environmentally responsible production, and dynamic designs. Together we dream of carefree adventure, inspired by the mountains and the waves, embracing individuality while leaving a trail of confidence behind.



TECHNOLOGY+CONSTRUCTION

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.



C2X Hybrid : **PERFECTION** Reverse camber between your feet, more aggressive cambers to contacts.



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 CORE

kinder, softer sustainably harvested poplar



FULL HEARTED CORE

light and lively sustainably harvested poplar/paulownia blends



LIGHT HEARTED CORE

ultra light, strong sustainably harvested aspen/paulownia blends

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 CLEANSED
GRINDING SYSTEMS
BIO SOLVENTS
WOOD DUST TO SOIL

RECYCLING

RECYCLED WOOD
RECYCLED PLASTICS



HANDBUILT IN THE USA





ROXY

WINTER 2025 ROXY SNOWBOARDS

ROXY Snowboards blends decades of premium hardgoods development and industry first technologies with designs inspired by the mountain, the wave, and the communities that surround them. Award winning features like Magne-Traction for stable edge-hold and solid turns, along with confidence building contours, shapes and geometries make the Winter 2025 Roxy Snowboard collection an unbeatable collaboration.



ROXY

Chloe Kim

SIGNATURE COLLECTION

FREESTYLE ALL MOUNTAIN
TWIN

XOXO



The XOXO is a freestyle favorite with decades of confidence and style. The C2X contour is the perfect hybrid of camber and rocker for all terrain freestyle fun. The snappy flex has the right amount of power and forgiveness for park prowess and all mountain progression. Magne-Traction® provides the precision edge-control in all conditions. 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.

- C2X perfect all terrain hybrid contour
- Mervin Made with advanced technology, eco-materials and construction
- Design influence by 2 X Olympic gold medalist Chloe Kim
- Performance fast, high-grade knife cut sintered base material

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	23.2	27 / 27	17.75"-22.5" / 0"
142	104	7	23.7	27.5 / 27.5	18.5"-23.5" / 0"
145	107	7.1	24	28.1 / 28.1	18.5"-23.5" / 0"
149	110	7.1	24.2	28.6 / 28.6	18.5"-23.5" / 0"
152	114	7.1	24.4	29 / 29	18.5"-23.5" / 0"

HYBRID C2X

PERFECT ALL TERRAIN HYBRID CONTOUR

PERFECTION CONTROL / PRECISION / FLOAT

The perfect rocker/camber hybrid, rips everything

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 award winning all mountain board built for flow and float. It blends a directional C2 hybrid contour with a wider nose for float, and a fine tuned flex pattern for pop and control. Controlled turns, powder slashes, big mountain lines, or resort flow lines, the Smoothie offers stability and reliability in smooth or challenging conditions. Make Waves. Move Mountains and make memories on the Smoothie.

- Directional C2 camber hybrid with a 1.5" set back stance
- Built with solar power, zero CO2 emissions and FSC certified wood cores
- Big mountain flow and float with freestyle flair
- Fast, durable sintered base material

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

The perfect rocker/camber hybrid, rips everything

MAGNE-TRACTION[®]
EFFORTLESS EDGE HOLD
SERRATED STEAK KNIFE TECHNOLOGY



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



ALL MOUNTAIN
DIRECTIONAL TWIN



RAINA

The Roxy Raina is a Mervin Designed 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 or Lola bindings for a perfect match!

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

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

The perfect rocker/camber hybrid, rips everything

MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
SERRATED STEAK KNIFE TECHNOLOGY

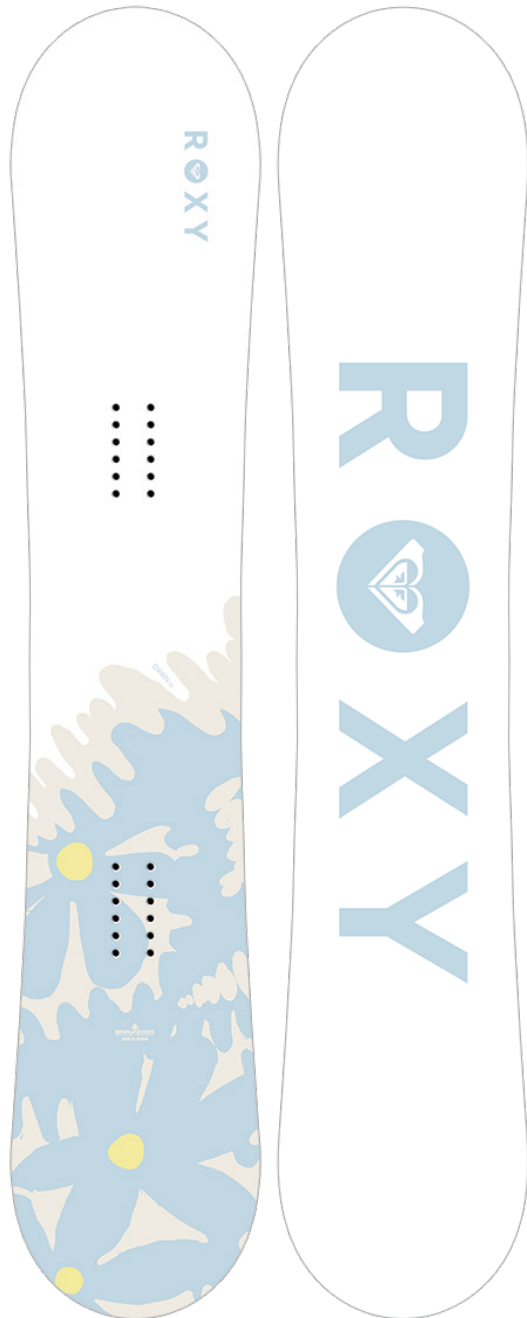


FULL HEARTED CORE
light and lively sustainably harvested
70% poplar / 30% paulownia



ALL MOUNTAIN
TWIN

DAWN



The Roxy Dawn is a Mervin Designed 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, enthusiasts and anyone who wants to enjoy the magic of the mountains with a board that is as inviting as it is exciting. Pair it with the Roxy Viva bindings or the Rock-it Dash for a comfy package!

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

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
135	94	7.0	22.5	25.8 / 25.8	17.5"-22.5" / 0"
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

Flat between feet, mellow rocker nose to tail, great for beginners

MAGNE-TRACTION®
EFFORTLESS EDGE HOLD
SERRATED STEAK KNIFE TECHNOLOGY



KIND HEARTED CORE
kinder, softer sustainably harvested poplar



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 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

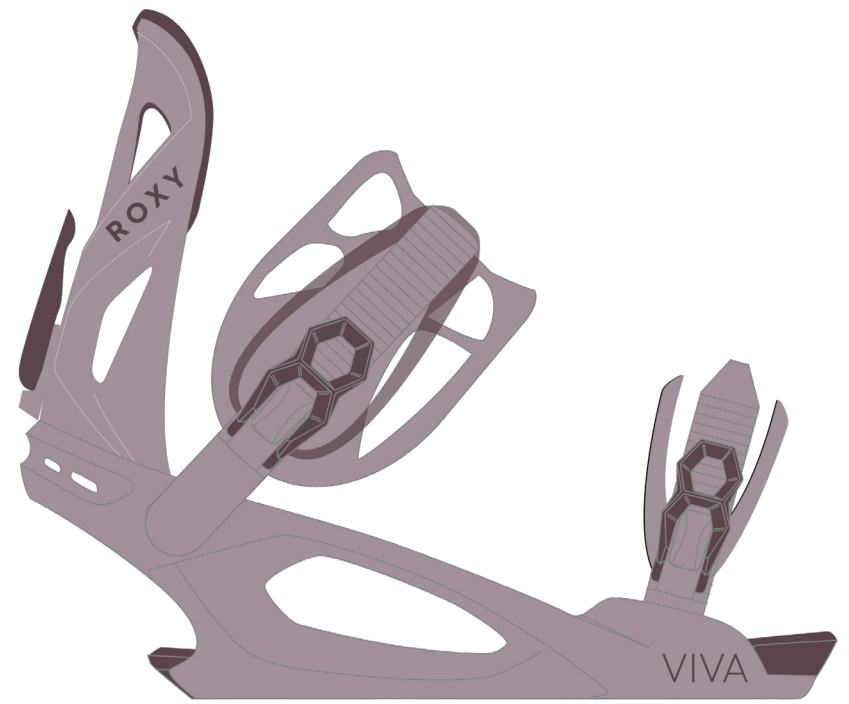
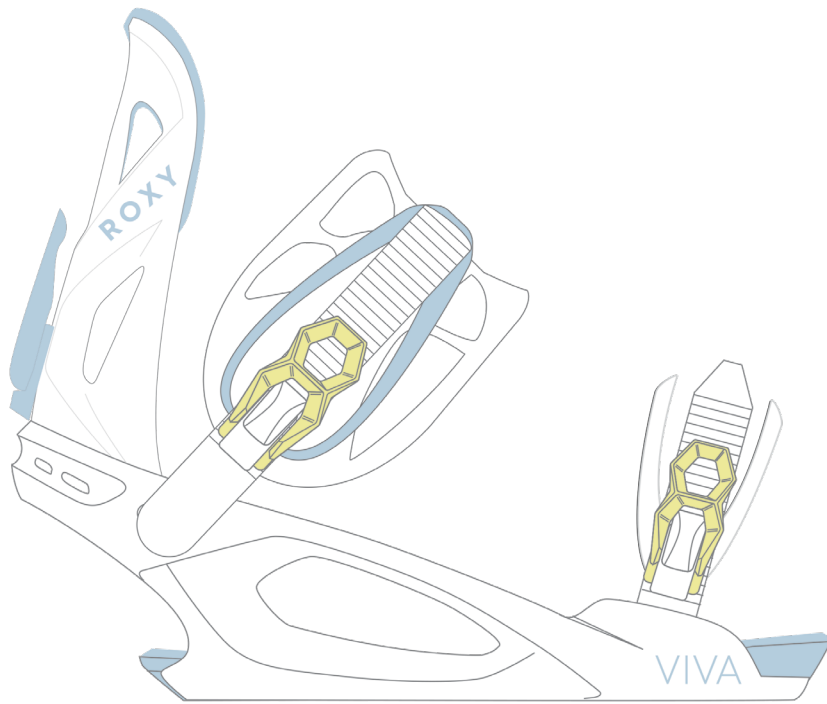


POPPY Traditional Binding
size: SMALL (US 2-7)
- Height Adjustable Highback
- Adjustable Heelcup
- Padded EVA Highback
- Snow Shedding Footbed
Packaged With Board Sizes:
110, 118, 128

WINTER 2025 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, Lola and Rock-it Dash pair well with any board in the Roxy line with performance features, lightweight and responsive components, and just the right amount of flex for all mountain flow. The new Roxy bindings will give you the confidence that comes with knowing your style and equipment are working in perfect harmony!





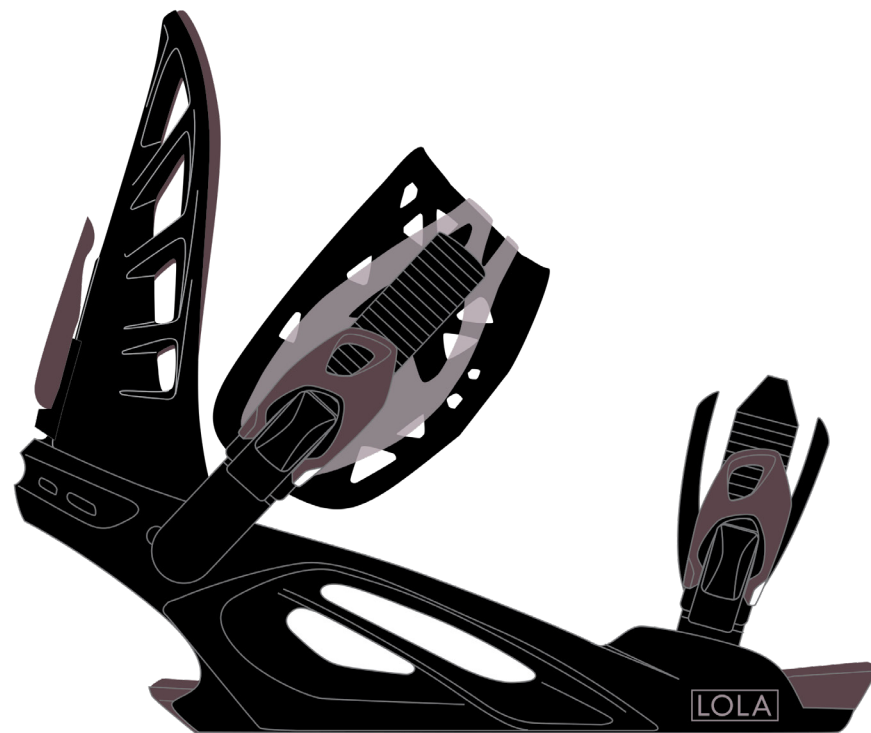
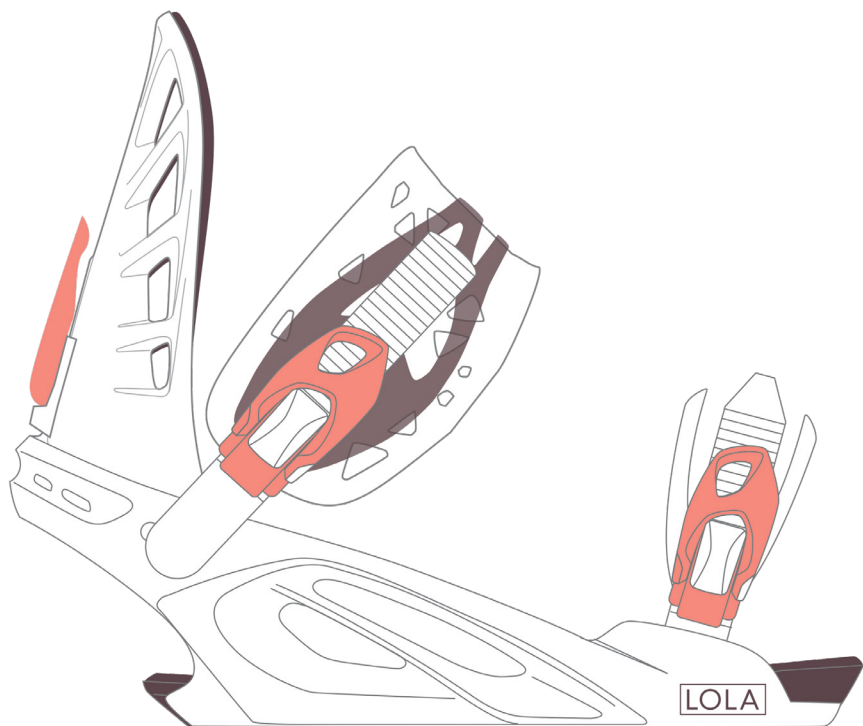
VIVA

Comfort and adjustability combine for a balanced ride. The Roxy Viva is the perfect pairing for any of our Roxy all mountain boards. The Viva features a medium-soft flex, a cored dual band ankle strap, full EVA padded highback with Tool-less forward lean adjustability, and EVA Toe and Heel Pads to absorb shock and vibration. A unique, lightweight baseplate with open side panels offers a more forgiving flex and easy side to side movement. Strap into the Roxy Viva and cruise the mountain with confidence!

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

- Padded footbeds and highback for comfort
- Tool-less highback adjustability
- New! Cored dual band ankle strap

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



LOLA

The Roxy Lola binding is designed with adjustability, comfort, and performance features for precise control. A medium flexing binding, the Lola has a responsive 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!

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
- Responsive dual ankle strap for lightweight support and comfort

Sizes: **S/M (USW 4-7) M/L (USW 6.5-11)** Colors: **Buttercream / Black**



ROCK-IT-DASH


The Rock-it Dash offers an easy entry/exit system so you can ride more, and ratchet less. It has the best comfort and convenience without sacrificing performance. Simply lower the reclining highback, which pops open the Auto Lever and ankle strap to create additional room to slide in your boot. Then, step in, pull up the highback, slap down the ankle strap Auto Lever and you are off. Speed entry that will help you get ahead of the pack so you can lead the charge!

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

- Speed entry technology with reclining highback
- Auto Open lightweight strap system for easy entry and exit
- Comfort, performance and convenience with a medium flex

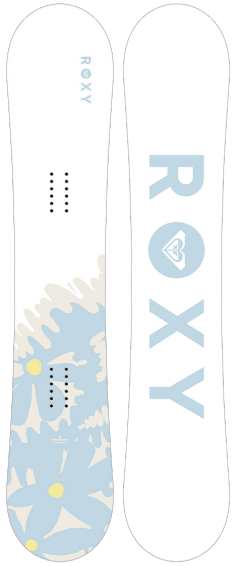
Size: **S/M (USW 4-6) M/L (USW 6-8)** Color: **White**

WINTER 2025 BOARD SPECS

	LENGTH	CONTACT LENGTH	SIDECUT	WAIST WIDTH	NOSE / TAIL WIDTH	STANCE / SETBACK
 XOXO	139	102	7	23.2	26.7 / 26.7	17.75"-22.5" / 0"
	142	104	7	23.7	27.2 / 27.2	18.5"-23.5" / 0"
	145	107	7.1	24	27.7 / 27.7	18.5"-23.5" / 0"
	149	110	7.1	24.2	28.1 / 28.1	18.5"-23.5" / 0"
	152	114	7.1	24.4	29 / 29	18.5"-23.5" / 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"
 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	135	94	7.0	22.5	25.8 / 25.8	17.5"-22.5" / 0"
	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"



FW25 SNOWBOARDS:



DAWN

ALL MOUNTAIN/TWIN
 135 (WAIST 22.2)
 138 (WAIST 22.6)
 142 (WAIST 23.2)
 146 (WAIST 23.5)
 149 (WAIST 23.7)
 152 (WAIST 23.8)

**EASY RISE
 MAGNE-TRACTION**



RAINA

ALL MOUNTAIN/DIRECTIONAL TWIN
 139 (WAIST 23.1)
 143 (WAIST 23.5)
 147 (WAIST 23.8)
 151 (WAIST 24)

**C2 Hybrid
 MAGNE-TRACTION**



SMOOTHIE

FREESTYLE/ALL MOUNTAIN/DIRECTIONAL
 143 (WAIST 23.4)
 146 (WAIST 23.9)
 149 (WAIST 24.3)
 152 (WAIST 24.5)

**C2 Hybrid
 MAGNE-TRACTION**



XOXO

FREESTYLE/ALL MOUNTAIN/TWIN
 139 (WAIST 23.2)
 142 (WAIST 23.7)
 145 (WAIST 24.1)
 149 (WAIST 24.2)
 152 (WAIST 24.4)

**C2X Hybrid
 MAGNE-TRACTION**

POPPY SNOWBOARD / BINDING PACKAGE:



POPPY (YOUTH)

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

RXY ROCKER CONTOUR

EASY BEGINNER / CATCH FREE LEARNING
 - Bindings Assembled/Mounted
 - Protective Windowed Gift Box
 - Sandwich Construction (110, 118, 128)
 - Cap Construction (80, 90, 100)

POPPY Speed Strap binding

Size: **XS** (US 12c-3) (80, 90, 100)



- Single Buckle Speed-Strap
- Quick Adjust Heelcup
- Snow Shedding Footbed

POPPY Traditional binding

Size: **S** (US 2-7) (110, 118, 128)



- Height Adjustable Highback
- Padded EVA Highback
- Adjustable Heelcup
- Snow Shedding Footbed

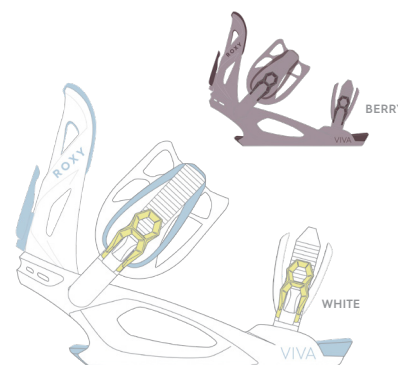
FW25 BINDINGS:



ROCK-IT DASH - WHITE

Sizes: **S/M** (US W 4-6), **M/L** (US W 6-8)

- Speed entry technology with reclining highback
- Auto Open lightweight strap system for easy entry and exit
- Comfort, performance and convenience with a medium flex

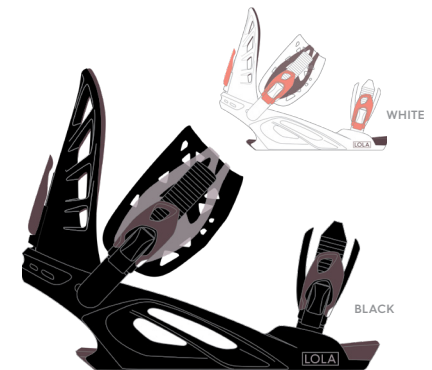


VIVA - WHITE / BERRY

Comfort and adjustability for a balanced ride

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

- Compression Window Ankle Strap - Extra padded comfort design
- Single Vent Side Flex Panel Baseplate - Soft Flex, Lightweight
- EVA Toe and Heel Pads - Shock absorbing comfort
- 4/10 Flex Value



LOLA - BLACK / WHITE

Adjustability, comfort and performance features for precise control

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

- Asymmetric Highback - Contoured ergonomic shape
- Cradle Ankle Straps - Combined support and comfort
- Dual Vent Side Flex Panel Baseplate - Reinforced support
- EVA Footbed with Adj. Toe Ramp Max comfort and Adjustability.
- 5/10 Flex Value

MAKE WAVES. MOVE MOUNTAINS.

<https://roxy.mervin.com>

