



Betty Rides Winter 2012-2013

Global Love Vibe





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Dynasty Series



Acid Wash Series



All Mountain Series



Classics Series



Get Down Series



Wildcat Series



Softshell Series



Gloves



Headwear

Dynasty Series

This collection was inspired by one of my favorite Russian customers. He has been asking me to bring back the Dynasty Print that we did a few years back. The solid colors in this collection are very saturated and rich. The Royal Blue and Fuschia glow. The Taupe is the perfect neutral that goes with everything a woman already owns. The metallic silver zippers are bling without being tacky. The shell fabric is a two way stretch twill with a 15k laminate. The fabric feels amazing. The colors energizes you. We love it.



Nicole Jacket (1DN)

Luxurious Poly Two Way Stretch Twill with 15K laminate & DWR

Features:

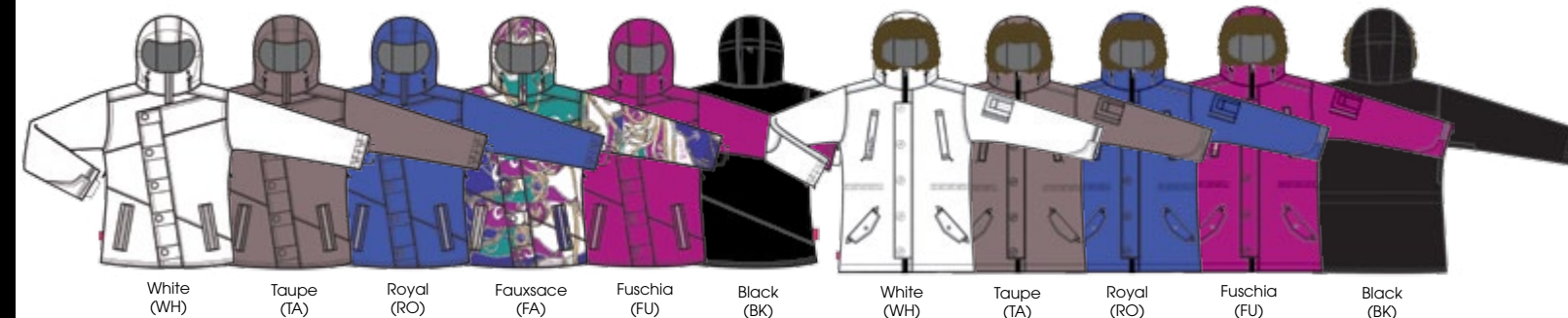
- Critical Seam Seal
- 120g Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Brushed Tricot Pocket Bags
- Pass Pocket
- Full Time Technical Hood
- 2 Way Center Front Zipper
- Metallic Silver Hand Zippers
- Ring Snaps with Magnets Underneath
- Metallic Silver BR Embroidery
- Metallic Silver Medium Crest Embroidery
- BR Flag Tag
- 26.5" Length
- XS-XL

Surplus Parka (1DS)

Luxurious Poly Two Way Stretch Twill with 15K laminate & DWR

Features:

- Critical Seam Seal
- 100g Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Brushed Tricot Pocket Bag
- Pass Pocket
- Faux Synchronilla Fur Lined
- BR Snap Buttons with Magnets Underneath
- Removable Hood w/ Removable Fur
- Interior Waist Tunnel
- Military Pockets & Styling
- Metallic Silver BR Embroidery
- Metallic Silver Medium Crest Embroidery
- BR Flag Tag
- 30.5" Length
- XS-XL



White (WH) Taupe (TA) Royal (RO) Fauxsace (FA) Fuschia (FU) Black (BK) White (WH) Taupe (TA) Royal (RO) Fuschia (FU) Black (BK)



Rocker Pant (2DR)

Luxurious Poly Two Way Stretch Twill with 15K laminate & DWR

Features:

- Critical Seam Seal
- 40gm Poly Insulation
- Mesh Lined Venting
- Powder Skirt Loops
- Betty Hitch Up System at Back Hem
- Adjustable Interior Waistband
- Split at Inseam
- Covered Hand Pockets Zippers
- Back Pockets with B Logo Embroidery
- Metallic Silver B Logo on Back Pockets
- Metallic Silver Medium Crest
- BR Flag Label
- BR Rivets
- 31.5" Inseam
- XS-XL

Siouxsie Pant (2DS)

Luxurious Poly Two Way Stretch Twill with 15K laminate & DWR

Features:

- Critical Seam Seal
- 40gm Poly Insulation
- Mesh Lined Venting
- Powder Skirt Loops
- Betty Hitch Up System at Back Hem
- Adjustable Interior Waistband
- Exposed Metallic Silver YKK Zippers
- Belt at Cuff
- Metallic Silver BR Embroidery
- Metallic Silver Large Crest
- BR Flag Label
- 31.5" Inseam
- XS-XL



White (WH) Taupe (TA) Black (BK)



White (WH) Taupe (TA) Royal (RO) Fauxsace (FA) Fuschia (FU) Black (BK)

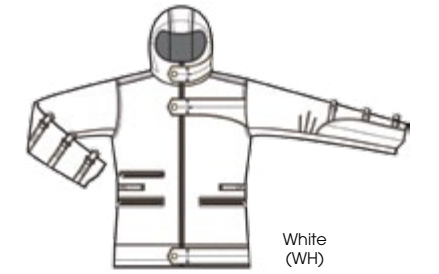


White Widow (1DW)

Luxurious Poly Two Way Stretch Twill with 15K laminate & DWR

Features:

- Critical Seam Seal
- 120g Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Brushed Tricot Pocket Ba
- Pass Pocket
- BR Buttons w/ Magnets Underneath
- Full Time Technical Hood
- Exposed Metallic Silver YKK Zippered Pockets
- Back Waist Belt
- Articulated Sleeves with Sleeve Straps
- Metallic Silver BR Embroidery
- Metallic Silver Large Crest
- BR Flag Label
- 28" Length
- XS-XL



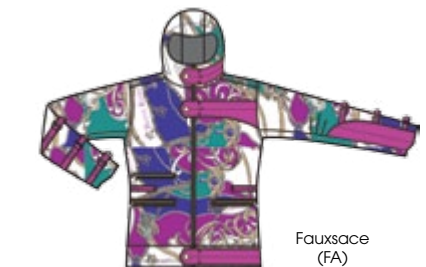
White (WH)



Taupe (TA)



Royal (RO)



Fauxsace (FA)



Fuschia (FU)

All Mountain Series

This collection is pure mountain color and style. We picked the Evergreen color with extreme care as it needed to be feminine yet strong. The subtle custom emboss pattern adds interest and makes the fabric our own. The Survival Cargo is our largest fitting pant and has the most storage space for packing your snacks and essentials for a full day outside. The Surplus Parka is also built for rugged use. Classic, enduring, All Mountain.



Surplus Jacket (1AMS)

Strong, Soft & Durable Twill Weave Polyester Shell Fabric
All Colors Come in both Betty Rides Faire Isle Emboss and Solid 10K Laminate

Features:

- Critical Seam Seal
- 120gm Polyfill Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pockets
- Brushed Tricot Zippered Chest Pocket Bags
- Zippered Hand Pockets w/ Tricot Lining
- 2 Way Center Front Zipper
- Pass Pocket
- BR Snap Buttons
- Removable Hood w/ Removable Fur
- Interior Waist Tunnel
- Military Pockets & Styling
- Betty Rides Embroidery
- Large Crest Embroidery
- Flag Label
- 30.5" Length

XS-XL



Widow Jacket (1AMW)

Strong, Soft & Durable Twill Weave Polyester Shell Fabric
All Colors Come in both Betty Rides Faire Isle Emboss and Solid 10K Laminate

Features:

- Critical Seam Seal
- 120gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Zippered Hand Pockets w/ Tricot Lining
- 2 Way Center Front Zipper
- Pass Pocket
- Lined Hand Pockets
- Full Time Technical Hood
- BR Snap Magnetic Front Closures
- Articulated Sleeves with Sleeve Straps and Buckles
- Mix of Solid and Emboss Fabric
- Betty Rides Embroidery
- Large Crest Embroidery
- Flag Label
- 28" Length

XS-XL



Bone Emboss (BOE) Scarlet Emboss (SCE) Evergreen Emboss (EVE) Black Emboss (BKE)



Bone (BO) Scarlet (SC) Evergreen (EV) Black (BK)



Girls' Choice Jacket Nicole Jacket (1AMN) (1AMG)

Strong, Soft & Durable Twill Weave Polyester Shell Fabric
All Colors Come in both Betty Rides Faire Isle Emboss and Solid 10K Laminata

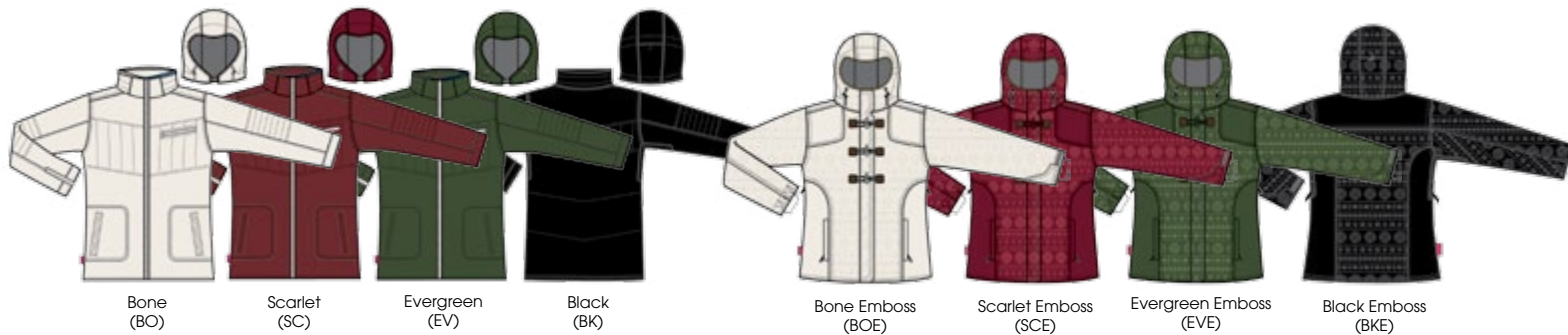
Features:

- Critical Seam Seal
- 100gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Brushed Tricot Lined Pocket Bags
- Pass Pocket
- Removable Technical Hood
- Exposed 2 Way YKK Silver Center Front Zipper
- Exposed YKK Silver Chest Pocket Zipper
- Foxy Quilting Detail
- All Solid, No Emboss
- Betty Rides Embroidery
- Large Crest Embroidery
- BR Flag Label
- 30" Length
- XS-XL

Strong, Soft & Durable Twill Weave Polyester Shell Fabric
All Colors Come in both Betty Rides Faire Isle Emboss and Solid 10K Laminata

Features:

- Critical Seam Seal
- 120gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Zippered Hand Pockets w/ Tricot Lining
- Pass Pocket
- Full Time Technical Hood
- Toggle and Faux Horn Front Closure w/Velcro
- Mix of Solid and Emboss Fabric
- Betty Rides Embroidery
- 26.5" Length
- XS-XL



Bone (BO) Scarlet (SC) Evergreen (EV) Black (BK)

Bone Emboss (BOE) Scarlet Emboss (SCE) Evergreen Emboss (EVE) Black Emboss (BKE)



Survival Cargo (2AMC) Rocker Pant (2AMR)

Strong, Soft & Durable Twill Weave Polyester Shell Fabric
10K Laminata

Features:

- Critical Seam Seal
- 40gm Insulation
- Zippered Front Pockets w/ Brushed Tricot Lining
- Roomy Cargo Pockets on Lower Side Seams
- Mesh Lined Inseam Vents
- Powder Skirt Loops
- Adjustable Interior Waistband
- Betty Hitch Up System at Back Hem
- Split at Lower Inseam Hem with Snap Closure
- Roomy Backcountry Fit for Stashing and Layering
- Reinforced Back Hem for Durability
- All Solid, No Emboss
- 31.5" Inseam
- XS-XL

Strong, Soft & Durable Twill Weave Polyester Shell Fabric
All Colors Come in Betty Rides Faire Isle Emboss 10K Laminata

Features:

- Critical Seam Seal
- 40gm Insulation
- Zippered Front Pockets w/ Brushed Tricot Lining & Matte Silver BR Rivet
- Mesh Lined Inseam Vents
- Powder Skirt Loops
- Adjustable Interior Waistband
- Betty Hitch Up System at Back Hem
- Split at Lower Inseam Hem with Snap Closure
- Emboss Fabric on Yokes and Hand Pocket Welts
- 31.5" Inseam
- XS-XL



Bone (BO) Evergreen (EV) Black (BK)



Bone (BO) Scarlet (SC) Evergreen (EV) Black (BK)

Get Down Series

Who doesn't love down? We simply had to have these three pieces in our personal wardrobes. We also had to make a printed down sweater, because it needed to be done. We hope everyone else loves these pieces as much as we do.



Get Down Long Jacket (1GDL)

Polyester Core Shell Fabric / Water Resistant by Construction / DWR

Features:

- 50% Duck Down - Washed Duck Down New FTC 50 Down 50 Feather
- 50% Polyester - 7D Polyester Ball
- Engineered Fill
- Phone Pocket Inside
- Zippered Brushed Tricot
- Technical Full Time Hood
- Adjustable Cuffs
- Betty Rides Embroidery
- BR Flag Label
- Large Crest Embroidery
- 34" Length
- XS-XL

Get Down Down Jacket (1GDJ)

Polyester Core Shell Fabric / Water Resistant by Construction / DWR

Features:

- 50% Duck Down - Washed Duck Down New FTC 50 Down 50 Feather
- 50% Polyester - 7D Polyester Ball
- Engineered Fill
- Zippered Brushed Tricot Lined Hand Pockets
- Technical Full Time Hood
- Mesh Lined Pit Vents
- Adjustable Cuffs
- Ninja Cuffs
- Technical Powder Skirt
- Dropped Tail
- Built for Riding
- Betty Rides Embroidery
- BR Flag Label
- Large Crest Embroidery
- 30" Length
- XS-XL



White (WH)

Dark Teal (DT)

Black (BK)

Scarlet (SC)

White (WH)

Dark Teal (DT)

Black (BK)

Scarlet (SC)



Get Down Sweater (1GDS)

Polyester Core Shell Fabric / Water Resistant by Construction / DWR

Features:

- 50% Duck Down - Washed Duck Down New FTC 50 Down 50 Feather
- 50% Polyester - 7D Polyester Ball Engineered Fill
- Zippered Inside Mesh Pocket
- Jacket Stuffs into Inside Pocket
- ☆ It's its own stuff sack
- Metallic Silver Coil Hand Pocket Zippers
- Brushed Tricot Pocket Bags
- Lycra Bindery on Cuffs
- Betty Rides Embroidery
- BR Flag Label
- 26.5" Length
- XS-XL



White (WH)



Floral (FL)



Dark Teal (DT)



Black (BK)



Scarlet (SC)

Softshell Series

At the ISPO tradeshow last Winter all I could think about was making pants that were tight like old Roffe ski pants. I wanted tight stretch pants. I drew them in a sketchbook and said, "this is the first new style for Betty Rides 12/13!" We had a proto made soon after. I rode in the proto this summer on the glacier. I loved the feeling of the softshell pants so much! I had wanted to do long hoody softshells for sometime now. Anyone who snowboards knows that this silhouette has been around for 5+ years and does not appear to be going away anytime soon. The flex you get from the softshell fabric is really good. I can't wait to wear test it some more before bulk production!



Olya's Softshell Hoody (1OSS)

Luxurious, Stretch, Comfy 320gm Poly Fleece
Smooth Face has 320gm Fleece Bonded to the Back of it
1000mm WPB

Features:

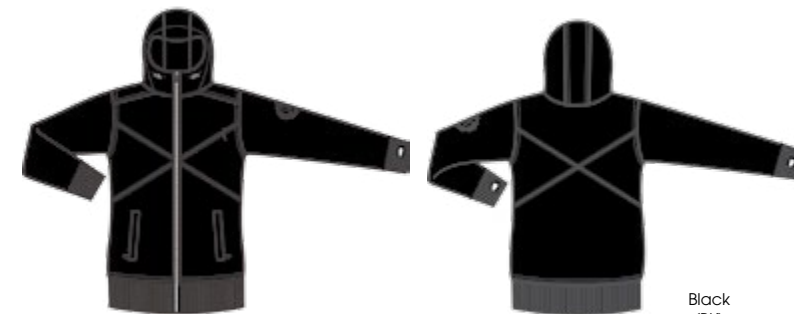
- 320gm Bonded Fleece with 2 - Way Stretch (Up & Down, Left & Right)
- Full Time Technical Hood
- Zippered Chest Pocket
- 2 Way Center Front Zipper
- Zippered Hand Pockets
- Rib Ninja Cuffs
- Rib Waistband
- BR Flag Label
- Large Crest Embroidery
- 30" Length XS-XL

Danika's Softshell Skinny Pant (2DSS)

Luxurious, Stretch, Comfy 320gm Poly Fleece
Smooth Face has 320gm Fleece Bonded to the Back of it
1000mm WPB

Features:

- 320gm Bonded Fleece with 2 - Way Stretch (Up & Down, Left & Right)
- Belt Loops
- Zippered Inseam Vents
- Inseam Gusset Zippers
- Zippered Back Pocket
- Gaiters
- Medium Crest Embroidery
- BR Flag Label
- Gaiters
- 31.5" Inseam XS-XL



Black (BK)

Black (BK)

Acid Wash Series

We love love love the Acid Wash Series. Now, who else is offering the floral pants? Hmm? Please read what our team rider Olya has to say about these pants!

"Hey Janet, I really need to tell you that I been wearing this floral new pants today and everyone on the slope was stoked and fall in love in it!!!! And I LOVE them sooooo much!!! Thank you!" - Olya Smeshlivaya



Biker Jacket (1AWB)

10k Laminate / Mechanical Stretch

Features:

- Critical Seam Seal
- 80 gm Poly Insulated Body
- Removable Technical Hood
- Mesh Lined Pit Zips
- Powder Skirt
- Pass Pocket
- Inner Media Pockets
- Brushed Tricot Zippered Pockets
- 2 Way Center Front Zipper
- Open Ring Snaps
- Betty Rides Embroidery
- Medium BR Crest Embroidery
- BR Flag Tag
- 27" Length
- XS-XL



Blue (BL)



Rose (RO)



Floral (FL)



Acid Black (ABK)



Nicole Jacket (1AWN)

10k Laminate / Mechanical Stretch

Features:

- Critical Seam Seal
- 120 gm Poly Insulated Body
- Full Time Hood
- Mesh Lined Pit Zips
- Powder Skirt
- Pass Pocket
- Inner Media Pockets
- Brushed Tricot
- Zippered Pockets
- Tapered Waist
- Awesome Square Studs Mixed with Smaller Round Studs
- Betty Rides Embroidery
- Medium BR Crest Embroidery
- BR Flag Tag
- 26.5" Length
- XS-XL

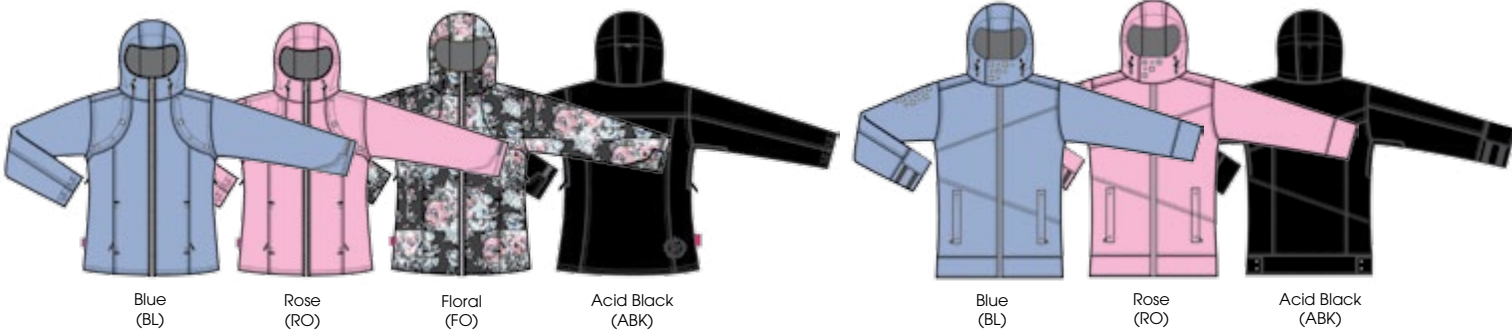


Govy Jacket (1AWG)

10k Laminate / Mechanical Stretch

Features:

- Critical Seam Seal
- 80 gm Poly Insulated Body
- Full Time Hood
- Mesh Lined Pit Zips
- Powder Skirt
- Pass Pocket
- Inner Media Pockets
- Brushed Tricot
- Zippered Pockets
- Long and Straight with 2 Way Center Front Zipper
- Magnetic Center Front Collar
- Mixed Matte Silver Stud Detail on Sleeve & Center Front Collar
- Wide Cuffs & Bottom Hem
- Betty Rides Embroidery
- Large BR Crest Embroidery
- BR Flag Tag
- 29" Length
- XS-XL



Blue (BL) Rose (RO) Floral (FO) Acid Black (ABK)

Blue (BL) Rose (RO) Acid Black (ABK)

Skinny Jean (2AWS)

10k Laminate / Mechanical Stretch

Features:

- Critical Seam Seal
- 40 gm Poly Insulated Body
- Mesh Lined Inseam Vents
- Powder Skirt Loops
- Skinny Fit
- Betty Hitch Up System
- Zippered Back Pockets
- BR Rivet Detail
- Mesh Lined Inseam Vents
- Coin Pocket
- Reinforced Hem
- Medium Crest
- BR Flag Tag
- XS-XL



Blue (BL)



Rose (RO)



Acid Black (ABK)

Classics Series

We spent a lot of time making this plaid. It's super nice. The colors in this collection are so feminine. We have a dark side and a light side. Enjoy them both.



Manic Jacket (1CM)

Enjoy Soft & Durable Plain Weave Polyester Shell Fabric In Pretty Colors and Print Lucky Plaid 10K Coating & DWR

Features:

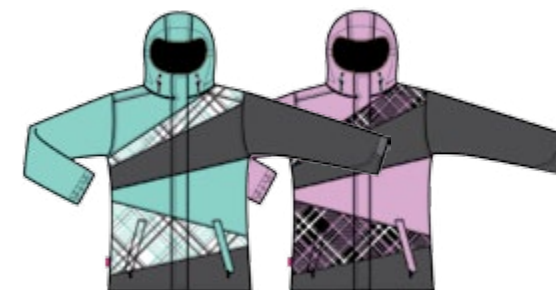
- Critical Seam Seal
- 120gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Zippered Pockets w/ Brushed Tricot Lining
- Pass Pocket
- 2 Way Center Front Zipper
- Full Time Technical Hood
- Betty Rides Embroidery
- Medium Crest Embroidery
- Flag Label
- 29" Length
- XS-XL

Nicole Jacket (1CN)

Enjoy Soft & Durable Plain Weave Polyester Shell Fabric In Pretty Colors and Print Lucky Plaid 10K Coating & DWR

Features:

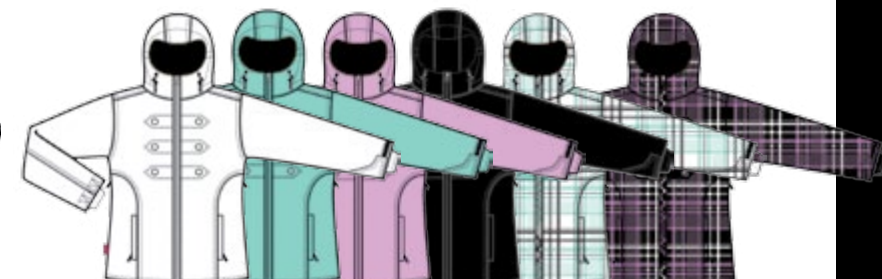
- Critical Seam Seal
- 120gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Zippered Pockets w/ Brushed Tricot Lining
- Pass Pocket
- Full Time Technical Hood
- Fabric Covered Chest Button Detail
- Betty Rides Embroidery
- Medium Crest Embroidery
- Flag Label
- 26.5" Length
- XS-XL



Aqua Multi (AQM)



Huckleberry Multi (HUM)



White (WH)

Aqua (AQ)

Huckleberry (HU)

Black (BK)

Aqua Lucky Plaid (WHAP)

Huckleberry Lucky Plaid (BKHP)

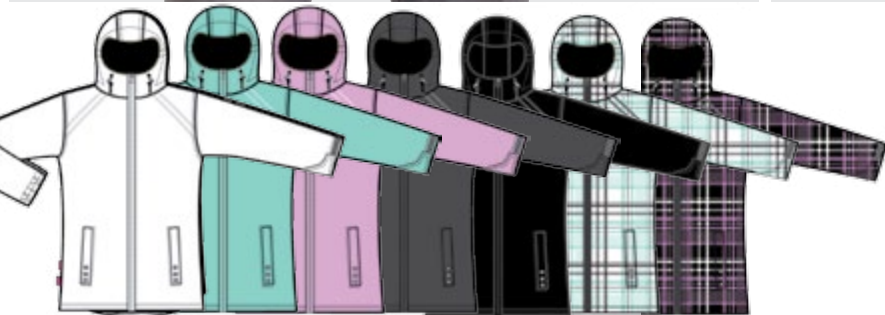


Gowy Jacket (1CG)

Enjoy Soft & Durable Plain Polyester Shell Fabric In Pretty Colors and Print Lucky Plaid 10K Coating & DWR

Features:

- Critical Seam Seal
- 120gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Media Pocket
- Zippered Pockets w/ Brushed Tricot Lining
- Pass Pocket
- Full Time Technical Hood
- Piping Detail
- Matte Silver Stud Detail
- Betty Rides Embroidery
- Large Crest Embroidery
- BR Flag Tag
- 28" Length
- XS-XL



White (WH) Aqua (AQ) Huckleberry (HU) Charcoal (CH) Black (BK) Aqua Lucky Plaid (WHAP) Huckleberry Lucky Plaid (BKHP)

Betty Overall (3CBO)

Enjoy Soft & Durable Plain Polyester Shell Fabric In Pretty Colors and Print Lucky Plaid 10K Coating & DWR

Features:

- Critical Seam Seal
- 40gm Poly Insulation
- Zippered Pockets w/ Brushed Tricot Lining
- Mesh Lined Inseam Vents
- Powder Skirt Loops
- Adjustable Interior Waistband
- Betty Hitch Up System at Back Hem
- Split at Lower Inseam Hem with Snap Closure
- Roomy and Fun, Keeps Snow Out of Your Bum
- Betty Rides Embroidery
- Medium Crest Embroidery
- BR Flag Tag
- 31.5" Inseam
- XS-XL



White (WH) Aqua Lucky Plaid (WHAP) Huckleberry Lucky Plaid (BKHP) Black (BK)



Magic Cargo (2CMC)

Enjoy Soft & Durable Plain Polyester Shell Fabric In Pretty Colors and Print Lucky Plaid 10K Coating & DWR

Features:

- Critical Seam Seal
- 40gm Insulation
- Zippered Front Pockets w/Brushed Tricot Lining
- Mesh Lined Inseam Vents
- Powder Skirt Loops
- Adjustable Interior Waistband
- Betty Hitch Up System at Back Hem
- Roomy Cargo Pockets at Lower Side Seams
- Split at Lower Inseam Hem with Snap Closure
- "B" Stitching on Back Pockets
- Large Crest Embroidery
- Br Flag Tag
- XS-XL



White (WH) Aqua (AQ) Huckleberry (HU) Charcoal (CH) Black (BK)

Rocker Pant (2CRP)

Enjoy Soft & Durable Plain Polyester Shell Fabric In Pretty Colors and Print Lucky Plaid 10K Coating & DWR

Features:

- Critical Seam Seal
- 40gm Insulation
- Zippered Pockets w/ Brushed Tricot Lining & Matte Silver BR Rivet Detail
- Mesh Lined Inseam Vents
- Powder Skirt Loops
- Betty Hitch Up System at Back Hem
- Adjustable Interior Waistband
- Split at Lower Inseam Hem with Snap Closure
- Betty Rides Embroidery
- Medium Crest Embroidery
- BR Flag Tag
- 31.5" Inseam
- XS-XL



White (WH) Aqua (AQ) Huckleberry (HU) Charcoal (CH) Black (BK) Aqua Lucky Plaid (WHAP) Huckleberry Lucky Plaid (BKHP)

Wildcat Series

I had Olya and Danika in the studio to review the design boards. The girls looked at everything and said, "where is the animal print?" I showed them an animal print that we had developed for swimwear. The print is a combination of 2 other animal prints we had done in the past. They both wanted it for outerwear. How could I say no to them?





Girl's Choice (1WGC)

Durable Plain weave Polyester Shell Fabric in bright colors and WildCat Print with 10k Coating & DWR

Features:

- Critical Seam Seal
- 100gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Sick Quilt Designs
- Ninja Cuffs
- 2 Way Center Front Zipper
- Media Pocket
- Zippered Pockets w/ Brushed Tricot Lining
- Pass Pocket
- Betty Rides Embroidery
- Large Crest Embroidery
- BR Flag Tag
- 30.5" Length

XS-XL

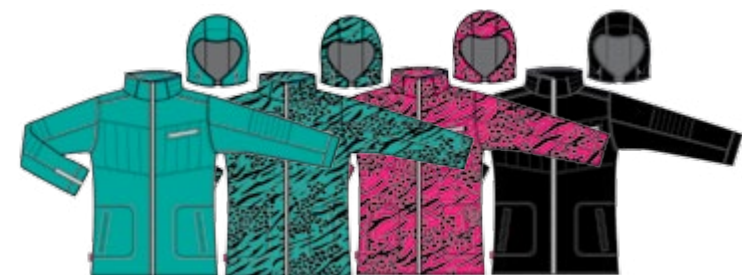
Nicole Jacket (1WNJ)

Durable Plain weave Polyester Shell Fabric in bright colors and WildCat Print with 10k Coating & DWR

Features:

- Critical Seam Seal
- 100gm Poly Insulation
- Mesh Lined Venting
- Technical Powder Skirt
- Ninja Cuffs
- Media Pocket
- Zippered Pockets w/ Brushed Tricot Lining
- Pass Pocket
- Betty Rides Embroidery
- Medium Crest Embroidery
- BR Flag Tag
- 26.5" Length

XS-XL



Teal (TE) Teal Wildcat (TEW) Pink Wildcat (PKW) Black (BK)



Teal (TE) Black (BK)

Skinny Jean (2WSJ)

Durable Plain weave Polyester Shell Fabric in bright colors and WildCat Print with 10k Coating & DWR

Features:

- Critical Seam Seal
- 40gm Poly Insulation
- Zippered Pockets w/ Brushed Tricot Lining
- Back Pockets with Stud Detail
- Mesh Lined Inseam Vents
- Powder Skirt Loops
- Adjustable Interior Waistband
- Betty Hitch Up System at Back Hem
- Split at Lower Inseam Hem with Snap Closure
- "B" Embroidery on Back Pockets
- Medium Crest Embroidery
- BR Flag Tag
- 31.5" Inseam

XS-XL



Teal (TE) Teal Wildcat (TEW) Pink Wildcat (PKW) Black (BK)



Posh Glove (4PG)

Features:

- Leather Glove w/Nylon Cuff
- Leather Palm w/PU Grip
- Brushed Tricot Lining w/2M Foam & C40 on Back
- High Breathability Waterproof Breathable TPU Insert
- Betty Rides Flag Label
- Round Matt Silver Studs
- Metal Hooks
- S - M - L



Deluxe Mitt (4DM)

Features:

- Polyshell Mitt 10k/5k
- PU Grip w/TPU Film + Silicone Printing
- Brushed Tricot Lining + Hollofil 130/C40 on Back
- Velcro & Tab + Wrist Belt & Buckle + Strap System
- Betty Rides Embroidery on Color Blocks
- High Breathability Waterproof/Breathable TPU Insert
- Betty Rides Flag Label
- Plastic Hooks
- S - M - L



Deluxe Glove (4DG)

Features:

- Polyshell Glove 10k/5k
- PU Grip w/TPU Film + Silicone Printing
- Brushed Tricot Lining + Hollofil 130/C40 on Back
- Velcro & Tab + Wrist Belt & Buckle + Strap System
- High Breathability Waterproof/Breathable TPU Insert
- Betty Rides Flag Label
- Plastic Hooks
- S - M - L





Amelia Beanie (5AB)

Features:

- Handknit Cable Stitch w/ Fold
- Matching Pom
- Betty Woven Label
- 100% Acrylic
- One Size



Betty Basic Beanie (5BB)

Features:

- Fine Gauge Machine Knit w/ Fold
- Betty Rides Embossed Leather Patch
- 100% Acrylic
- One Size



BR Beanie (5BR)

Features:

- Fine Gauge Machine knit
- Betty Rides Jacquard Stripe
- Fleece Lined
- 100% Acrylic
- One Size



Siouxsie Beanie (5SB)

Features:

- Fine Gauge Machine Knit Stripe
- Contrast Color Pom
- Tall Beanie
- Betty Woven Label
- 100% Acrylic
- Pass Pocket
- One Size



Homegirl Beanie (5HB)

Features:

- Handknit w/ Tricolor Chunky Yarn
- Metallic Touch
- Fleece Band Inside Along Bottom
- Betty Woven Label
- 100% Acrylic
- One Size





Eva Beanie (5EB)

Features:

- Handknit Popcorn Stitch
- Matching Pom
- Fleece Lined
- Betty Woven Label
- 100% Acrylic
- One Size



Siouxie Neckwarmer (5SB)

Features:

- Fine Gauge Machine Knit Stripe
- *Fake Fur Fleece Lined
- Betty Rides Woven Label
- 100% Acrylic
- One Size



Cable Neckwarmer (5CN)

Features:

- Fine Gauge Cable Knit
- *Fake Fur Fleece Lined
- Betty Rides Woven Label
- 100% Acrylic
- One Size



Wildcat Gloves (5WG)

Features:

- Fine Gauge Machine Knit
- Printed Top & Palm
- One Says Betty One Says Rides
- One Size
- 100% Acrylic



Betty Rides Stomp (ACSP)

Features:

- Betty Rides Crest Logo
- Central Blade for Scraping Snow



Our Lady Stomp (ACLS)

Features:

- Betty Saint Graphic
- Central Blade for Scraping Snow



Candy Stripe Stomp (ACCS)

Features:

- Stripe and Text Design
- Tall Blades for Scraping Snow



Betty Basic Tool (ACBT)

Features:

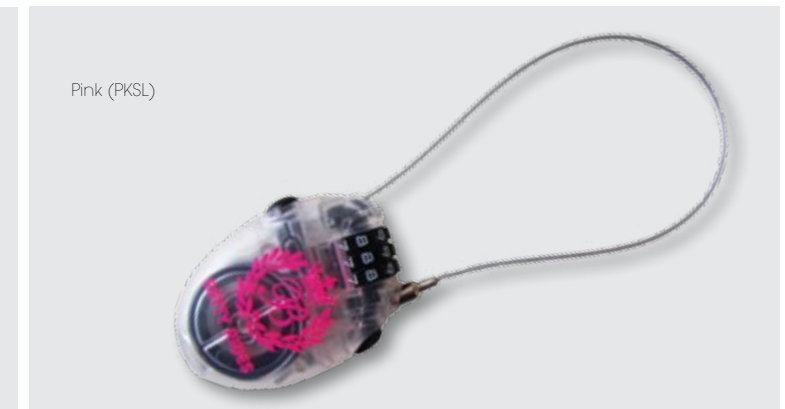
- Ratchet Base
- Four Bits Included
- Hand Wrench Included
- Bits and Wrench Fit Inside Tool



Betty Rides Lock (ACBL)

Features:

- Cable Lock
- 3-Digit Custom Combination
- Bright Pink Logo





Classic Sock (SCLS)

- Features:
- Elastic Arch and Ankle Support
 - Woven Sport Stripe and Crest
 - Full Terry Footbed
 - Low Profile Padding

Content:
80% Acrylic, 10% Nylon,
10% Spandex



Black (BKSP)

Pink (PKSP)

Twisted Sister Sock (STSS)

- Features:
- Elastic Arch and Ankle Support
 - Woven Stripe
 - Full Terry Footbed
 - Low Profile Padding

Content:
40% Acrylic, 40% Merino Wool
10% Nylon, 10% Spandex



Teal (TLSP)

Grey (GRSP)

Snowtrip Sock (SSTS)

- Features:
- Elastic Arch and Ankle Support
 - Woven Snowflakes
 - Full Terry Footbed
 - Low Profile Padding
 - Betty Rides Text at Front Sock Band

Content:
40% Acrylic, 40% Wool
10% Nylon, 10% Spandex



Lilac (LCSN)

Grey (GRSN)





Department of Shred Hoody (6DS)

- Features:
- 70% Cotton 30% Polyester
 - Zip Front Hoody
 - S - M - L



Black (BK)

She Wolf Sweatshirt (6SW)

- Features:
- 50% Poly 46% Cotton 4% Rayon
 - Slouchy Hoody
 - S - M - L



Rose (RO)



Black (BK)

Betty Baby Doll Tunic (6BB)

- Features:
- 55% Cotton 45% Polyester
 - Embroidered Logo on Back
 - S - M - L



Black (BK)



Dream Catcher Hoody (6DC)

- Features:
- 100% Cotton
 - One Size



Evergreen (EV)



BETTY RIDES FEATURES GUIDE



Media Pocket
OUR JACKET MEDIA POCKETS NOW HAVE A CLEAR WINDOW FOR EASY SCREEN VIEWING.



Jacket Pass Pocket
EVERY JACKET WE MAKE HAS AN EASY TO USE PASS POCKET INSIDE.



Betty Powderskirt
OUR POWDERSKIRTS SNAP INTO ALL BETTY RIDES PANTS & THE ELASTIC BAND CREATES A SEAL TO KEEP SNOW OUT!



Hook & Bar Closures
ADDS SECURITY TO THE CENTER FRONT WAISTBAND OF PANTS. THIS FEATURE IS INCLUDED ON ALL 2011/2012 PANT STYLES.



Cord-Lock Cover
WE HAVE COVERED THE PERIPHERAL HOOD DRAWCORD LOCK UNDER LITTLE "GARAGES." NO LONGER WILL THE LADIES BE GETTING THEIR LONG HAIR CAUGHT UP IN THOSE LITTLE CORDLOCKS!



Hood Visor
OUR HOOD VISORS HAVE A FLEXIBLE PLASTIC INSERT IN THEM. THIS KEEPS THE HOOD VISOR DOING ITS JOB MANY MANY DAYS AFTER IT'S FIRST RUN!



Betty Hitch-Up System
A STRAP INSIDE THE LOWER BACK HEM THAT REACHES OUT TO THE BACK OF THE PANT. IT GATHERS UP THE BACK HEM, LETTING GIRLS KEEP THEIR HEMS CLEAN AND NOT "SHREDDED!"



Hem Reinforcement
WE PUT 500 DENIER CORDURA ON THE INSIDE HEM OF ALL OUR PANTS TO INCREASE THE WEAR TIME, GIVING THE CUSTOMER A LONGER LASTING PRODUCT.

SIZE CHART BODY MEASUREMENTS

Size	Height	Weight	Dress Size	Chest	Waist	Hip	Inseam	Sleeve
X-SMALL	5' - 5' 4"	90 - 100 LBS	4 - 6	32" - 34"	23" - 25"	33" - 35"	28"	28"
SMALL	5' 2" - 5' 6"	105 - 115 LBS	6 - 8	34" - 36"	26" - 28"	36" - 38"	29"	29"
MEDIUM	5' 4" - 5' 8"	120 - 140 LBS	8 - 10	36" - 38"	29" - 31"	39" - 41"	30"	30"
LARGE	5' 6" - 5' 10"	135 - 155 LBS	10 - 12	39" - 41"	31" - 33"	41" - 44"	31"	31"
X-LARGE	5' 8" - 6"	150 - 170 LBS	12 - 14	41" - 43"	34" - 36"	45" - 47"	32"	32"



BETTY RIDES JACKET FIT GUIDE

Size Medium

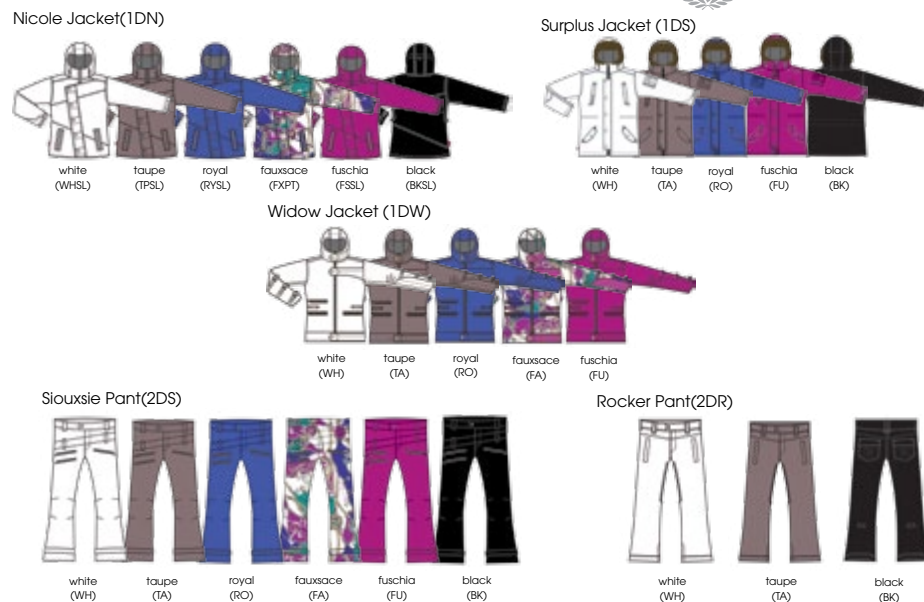
	Nicole Jacket	Biker Jacket	Widow Jacket	Govy/ManicJacket	Surplus Parka	Girl's Choice Jacket
Chest	42"	42"	42"	43"	44"	43"
Waist	38"	41"	40"	43"	42"	40"
Bottom	44"	44"	44"	43.5"	44"	44.5"
Length	26.5"	27"	28"	29"	30.5"	30.5"

BETTY RIDES PANT FIT GUIDE

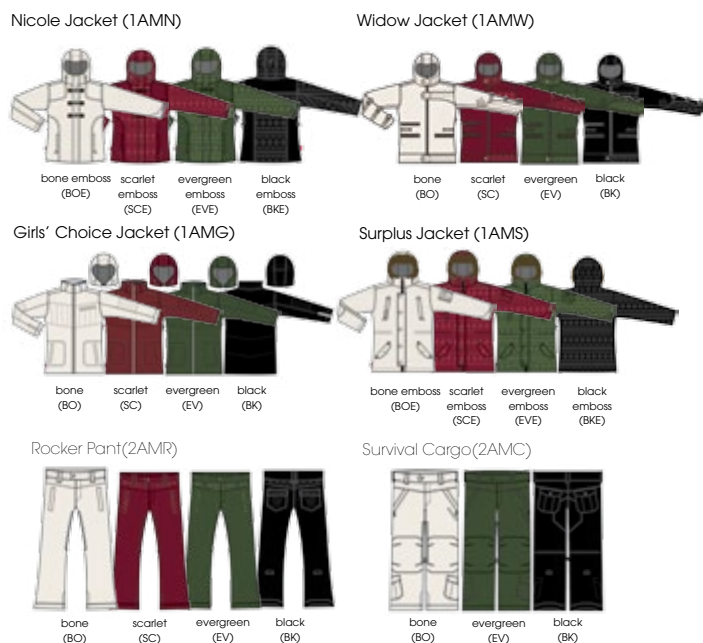
Size Medium

	SoftShell Skinny Pant	Skinny Jean	Siouxie Pant	Rocker Pant	Magic Cargo	Survival Cargo
Waist	32.5"	34"	34"	35"	36"	36"
Front Rise	7.25"	7.25"	7.5"	8"	8.5"	8.5"
Back Rise	12"	12"	12.5"	12"	12.75"	12"
Hip	38"	42"	42"	42.5"	45"	45"
Thigh	19"	20.5"	22"	23.5"	26"	26"
Knee	16"	16"	17"	19.5"	21"	21.5"
Inseam	31.5"	31.5"	31.5"	31.5"	31.5"	31.5"

Dynasty Series 15k



All Mountain Series 10k



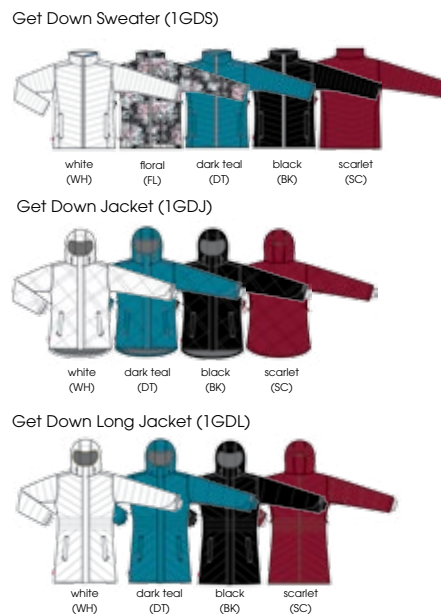
Headwear & Accessories



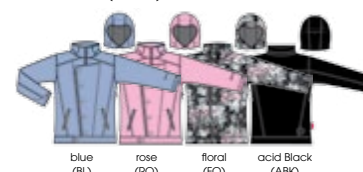
Softshell Series 1K



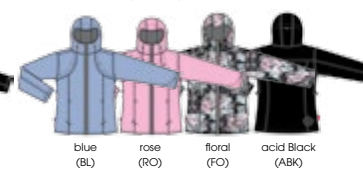
Get Down Series DWR



Biker Jacket (1AWB)



Nicole Jacket (1AWN)



Govy Jacket (1AWG)



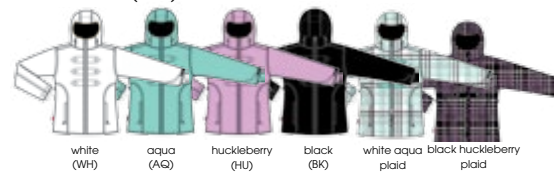
Skinny Jean (2AWS)



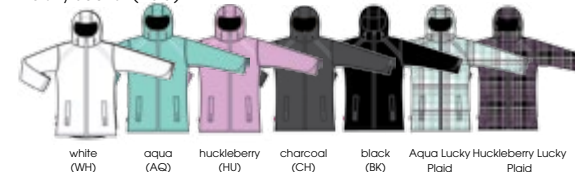
Manic Jacket (1CM)



Nicole Jacket (1CN)



Govy Jacket (1CG)



Rocker Pant (2CRP)



Magic Cargo (2CMC)



Betty Overall (3CBO)



Twisted Sister



Snowtrip Sock (SSTS)



Classic Sock (SCLS)



Socks

Department of Shred Hoody (6DS)



She Wolf Sweatshirt (6SW)



Betty Baby Doll Tunic (6BB)



Dream Catcher Hoody (6DC)



Posh Glove (4PG)



Deluxe Glove (4DG)



Deluxe Mitt (4DM)



Wildcat Series 10k



Classics Series 10k

Softgoods

Gloves



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Thank you to:

Our Customers / Our Factory Partners/ The whole Worldwide Team at Betty Rides

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