

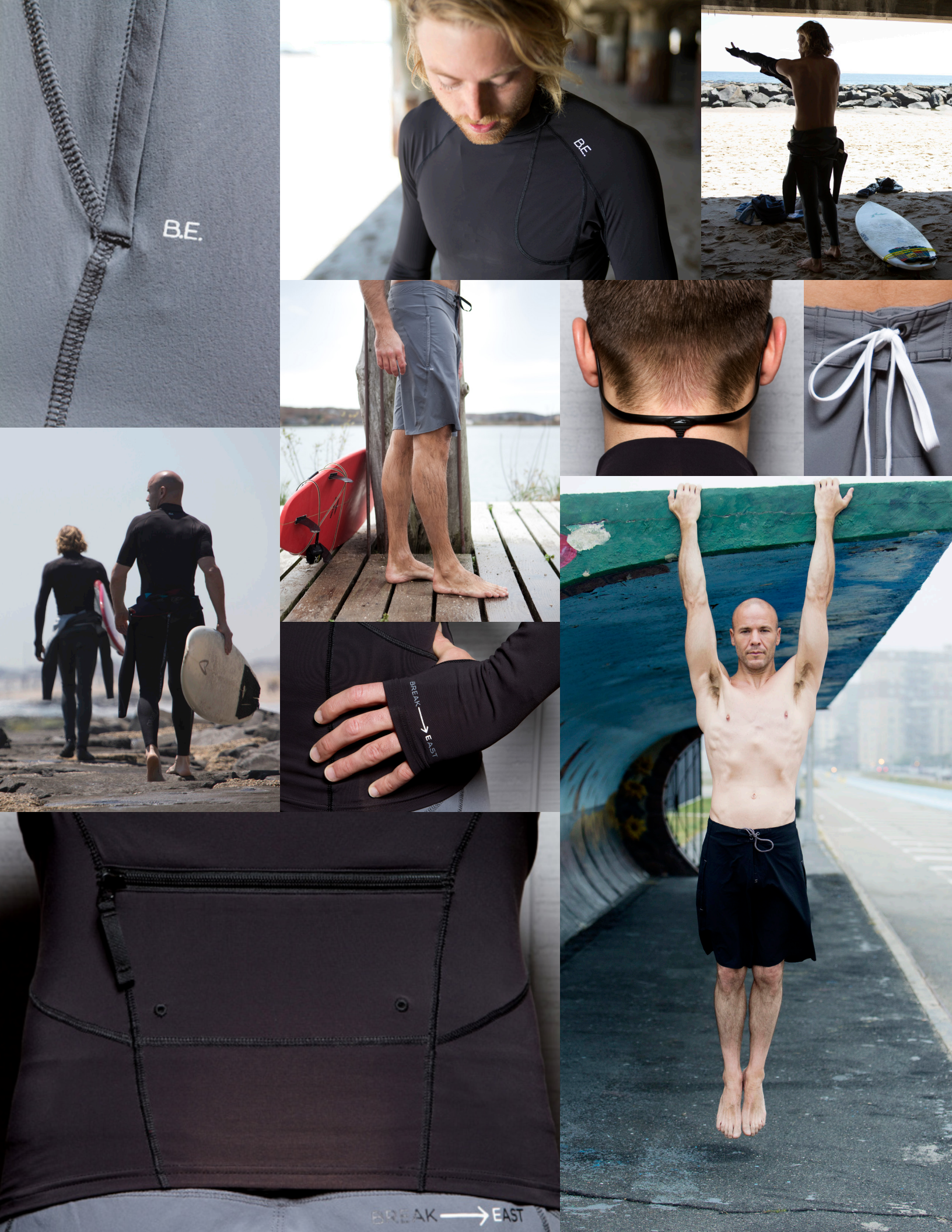
BREAK → EAST

THE 2015 COLLECTION



# BREAK → EAST

SURF COLLECTION



## THE BOARD SHORT II

86% Nylon, 14% Spandex

Everything you loved about our original boardshort, now in the most functional color with 4-way stretch.

- ultra light
- super 4-way stretch
- 21" outseam cut just above the knee
- signature fall-in pockets
- re-enforced flat lock
- seamless inseam
- hip embroidery



## THE BOARD SHORT

90% Nylon, 10% Spandex

Lightweight board short that combines comfort, function and durability, designed to handle the toughest east coast surf conditions.

- ultra light
- super 2-way stretch
- 21" outseam cut just above the knee
- signature fall-in pockets
- re-enforced flat lock
- seamless inseam
- hip embroidery



## LONG SLEEVE RASH GUARD / SHORT SLEEVE RASH GUARD

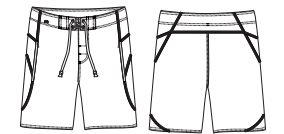
84% Nylon, 16% Spandex

Comfortable rash guard with sun protection. Unique smart pocket designed to hold things like keys, wax or even a waterproof music player. Strategically placed to fit the small of the back so nothing gets in the way of surfing.

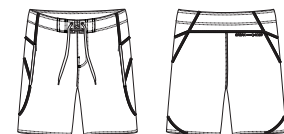
- ergonomic seam position
- re-enforced flat lock
- athletic fit
- seamless underarms
- high back-neck collar for warmth & sun protection
- back zip pocket
- headphone loop and outlet
- board short connector
- H2O Audio ready



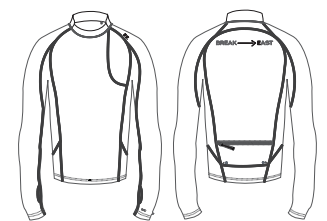
Style#: BE-001  
Color: Slate  
Sizes: 30-34, 36, 38, 40  
Wholesale: \$31.50  
Sugg. Retail: \$63



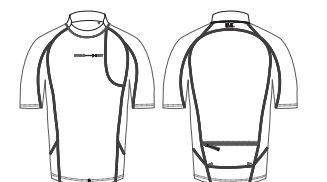
Style#: BE-001  
Color: Slate  
Sizes: 30-34, 36, 38, 40  
Wholesale: \$31.50  
Sugg. Retail: \$63



Style#: BE-002  
Color: Black  
Sizes: S, M, L, XL, XXL  
Wholesale: \$22.50  
Sugg. Retail: \$45



Style#: BE-006  
Color: Black  
Sizes: S, M, L, XL, XXL  
Wholesale: \$19  
Sugg. Retail: \$38



**1% FOR THE PLANET** | WE DONATE 1% OF ALL PROFITS TO THE SURFRIDER FOUNDATION



# BREAK → EAST

## THE CRUMBLE SHIRT COLLECTION

Look good without even trying. Broken-in, relaxed slim fit, and super comfortable, our Crumble Shirts are designed to be worn wrinkly. Right out of your closet, or travel bag, you're good to go.

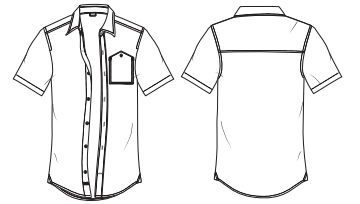


### RED & BLUE MIRCO

100% Cotton, Lightweight Poplin

- chest pockets
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-032  
 Color: Red & Blue Micro  
 Sizes: S, M, L, XL, XXL  
 Wholesale: \$49  
 Sugg. Retail: \$98

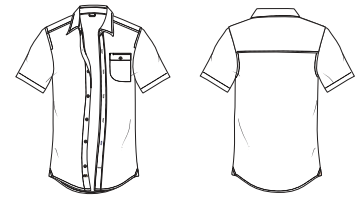


### RED PLAID

100% Cotton, Lightweight Poplin

- signature flap chest pocket w/ sunglass holster
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-004  
 Color: Red Plaid  
 Sizes: S, M, L, XL, XXL  
 Wholesale: \$49  
 Sugg. Retail: \$98

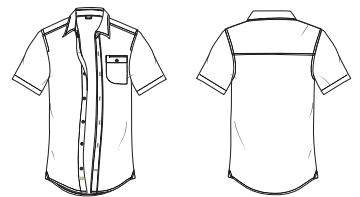


### STONE SOLID

100% Cotton, Chambray

- signature flap chest pocket w/ sunglass holster
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-015  
 Color: Stone  
 Sizes: S, M, L, XL, XXL  
 Wholesale: \$49  
 Sugg. Retail: \$98



**BREAK → EAST**  
THE CRUMBLE SHIRT COLLECTION



**SKY GINGHAM**

65% Cotton/35% Polyester, Lightweight Flannel

- contrast stitching on chest pocket
- raw edge bottom hem with overlock seam
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-030  
Color: Sky Gingham  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



**COAL SOLID**

100% Cotton, Lightweight Denim

- chest pocket with pen holder compartment
- contrast color stitching on chest pocket and collar button hole bartack detail on front placket
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-025  
Color: Coal  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



**SKY SOLID**

100% Cotton, Chambray

- top-applied chest pocket
- hanging thread detail
- contrast top button hole and bottom button detail
- monogram embroidery on lower front placket
- interior back neck coat hanger
- contrast top stitching detail

Style#: BE-022  
Color: Sky  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



**VINTAGE GREY STRIPE**

100% Cotton, Poplin

- contrast material welt pocket and hidden pocket
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-026  
Color: Grey Stripe  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



**BLACK & WHITE MIRCO CHECK**

100% Cotton, Poplin

- double welt chest pockets
- contrast top buttonhole and bottom button detail
- monogram embroidery on lower front placket
- interior back neck coat hanger
- back seam

Style#: BE-016  
Color: Black & White Micro Check  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98

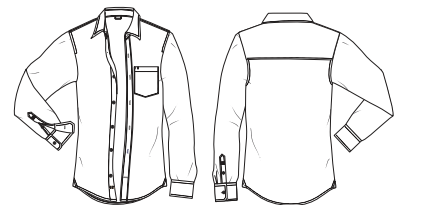


**VINTAGE WHITE CHECK**

100% Cotton, Lightweight Poplin

- top-applied chest pocket w/ sunglass holster
- monogram embroidery on lower front placket
- interior back neck coat hanger
- contrast top stitching detail

Style#: BE-024  
Color: Black & White Check  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



**BLUE PLAID**

65% Cotton/35% Polyester, Lightweight Poplin

- two flap chest pockets
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-033  
Color: Blue Plaid  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



**STEEL HERRING**

100% Cotton, Lightweight Poplin

- chest pocket and back yoke have pleat detail
- monogram embroidery on lower front placket
- interior back neck coat hanger

Style#: BE-028  
Color: Steel Herring  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98

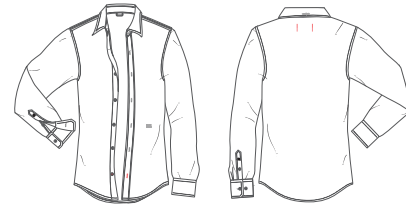


**BREAK → EAST**  
THE CRUMBLE SHIRT COLLECTION



**SALT STRIPE**  
100% Cotton, Poplin  
• tonal monogram embroidery  
• interior back neck coat hanger

Style#: BE-004  
Color: Salt Stripe  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



**WHITE & BLACK FADED CHECK**  
100% Cotton, Poplin  
• flap welt chest pocket  
• olive contrast top button hole and bottom button detail  
• tonal monogram embroidery at chest pocket  
• interior back neck coat hanger

Style#: BE-009  
Color: B&W Check  
Sizes: S, M, L, XL, XXL  
Wholesale: \$49  
Sugg. Retail: \$98



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# BREAK → EAST

OUTERWEAR COLLECTION



## THE BROKE DOWN DENIM JACKET

**100% Super-Washed Denim**

The bad-ass of our jacket family. Washed and broken-in denim with distressed edges. You might need to buy a motorcycle just to keep up.

- signature mini welt pocket for your shades
- distressed edges
- washed denim for a worn-in feel
- vintage plaid cuff and back yoke lining
- coat hanger
- interior pocket

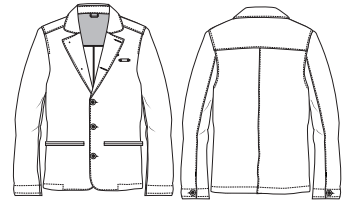
Style#: BE-034

Color: Ash

Sizes: S, M, L, XL, XXL

Wholesale: \$67.50

Sugg. Retail: \$135



## THE STEP UP JACKET

**100% Cotton Khaki Twill**

- signature relaxed slim fit
- hybrid 5 button jacket / 2 button blazer
- distressed design
- double pocket with flap welt and patch pocket
- unique chest "holster buttonhole" for sunglasses
- interior pocket
- contrast white/blue stripe poplin cuff backing and interior binding

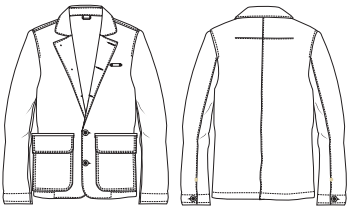
Style#: BE-012

Color: Cork

Sizes: S, M, L, XL, XXL

Wholesale: \$67.50

Sugg. Retail: \$135



## THE STEP OUT JACKET

**100% Cotton Olive Twill**

- signature relaxed slim fit
- distressed design
- button up with antique brass buttons
- signature chest pocket with brass zipper
- unique chest "holster buttonhole" for sunglasses
- interior pocket
- interior contrast back yoke and cuff lining, binding, pocket bags
- interior back neck coat hanger

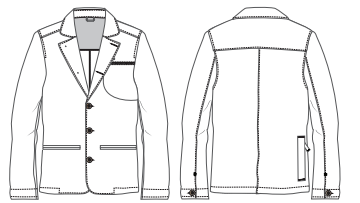
Style#: BE-018

Color: Olive

Sizes: S, M, L, XL, XXL

Wholesale: \$67.50

Sugg. Retail: \$135



## THE HOODIE

**80% Cotton, 20% Polyester**

Our one awesome hoodie offers many versatile looks. It can be worn with the hood on or detached. The collar can be up, down or zipped to the chin.

- relaxed slim fit
- full-zip mock neck fleece
- lightweight, breathable
- stretch resistant cuffs
- size zip pockets
- removable hood with draw cords
- back zip pocket to hold your hood
- front chest pocket designed to hold your music player
- headphone loop and outlet

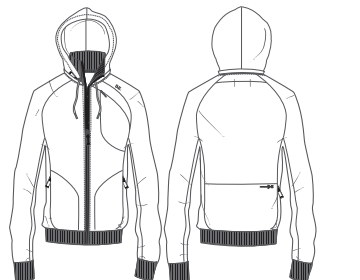
Style#: BE-005

Color: Black

Sizes: S, M, L, XL, XXL

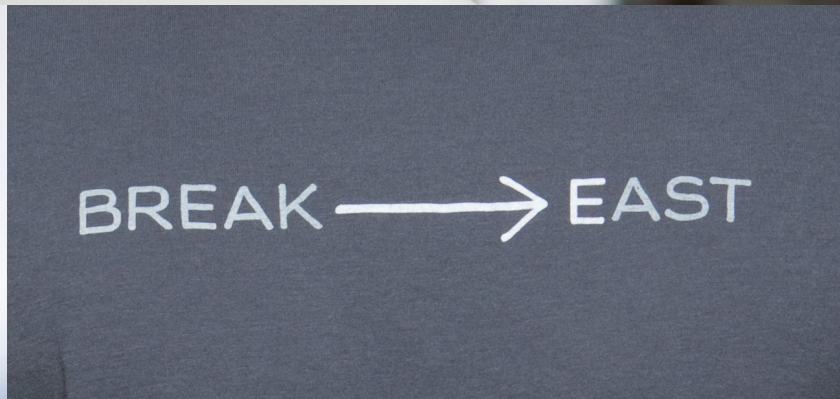
Wholesale: \$57.50

Sugg. Retail: \$115



# BREAK → EAST

T-SHIRTS AND HATS



## T-SHIRTS

100% Cotton

Understated and proud of it.

Style: T-Shirt Break->East  
Color: Smoke



Style: T-Shirt B.E.  
Color: Navy



Style: T-Shirt B.E.  
Color: Smoke



Style: T-Shirt Surf Compass  
Color: Heather Grey



Sizes: M, L, XL, XXL  
Wholesale: \$17.50  
Sugg. Retail: \$35



## HATS

97% Cotton, 3% Spandex

Understated embroidered B.E. on lower left front panel. Full 2C Break->East logo on back.

Style: Hat B.E.  
Colors: Cork or Black  
Sizes: S/M, L/XL  
Wholesale: \$15  
Sugg. Retail: \$30



**IN-STORE DISPLAY**

Below are options available for your in-store needs, free of charge. This is a great way to get a consumers attention and drive sales of Break->East surf apparel in your store. Just let us know which formats suit your needs or if you require something more custom and we'll be sure to send you our branded signage as soon as possible.

**A - LARGE VINYL BANNERS**

Full-color on solid UltraFlex 13oz Normandy Pro vinyl with or without grommet in each top corner.

Sizes available:  
30" x 24"  
24" x 20"



**B - SELF STANDING EASEL**

Full-color C-print (glossy) on flush mounted 3/16" wide foam core with easel back.

Sizes available:  
17" x 13.5"  
14" x 11.5"  
11" x 8.5"



**IN-STORE DISPLAY EXAMPLE**

Skuby Blue in Spring Lake, NJ



**PRESS**

Take a look at the list of surf and apparel publications and websites that have covered Break->East.



Hamptons Magazine, "Adult Swim", September 2012



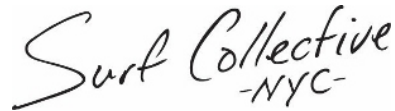
Hamptons Magazine, "Summer Selection", May 2012, June 2012, July 2012, August 2012



Outside Magazine, "Summer Style Guide", June 2012



Urban Daddy, "BREAK UP - A Beachy Pop-Up at Chelsea Market", April 2012



NYC Surf Collective, "Break->East Surf", December 2011

# NYC URCHIN

NYCurchin.com, March 12, 2012: "Introducing Break->East"



Surfersvillage.com, August 17, 2011: "Break East Busy Championing East Coast Surfing"



Foam.com, August 31, 2011: "Introducing: Break East, The East Coast's newest surf apparel brand gets a woman's touch with head designer Anna Drastik"



Thrillist.com, September 1, 2011: "Breakeast"



Shop-Eat-Surf.com, September 14, 2011: "Break East targets east coast, sophisticated surfer."



Apparel.net, September 15, 2011: "New Surfwear Line Aims for East Coast Surfers"



Dailystoke.com, October 19, 2011: Break East Rashgaurd 4 Star Review

### CONTACT

Ready to order or have questions about Break->East? Please get in touch with:

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