

# roguesur

FALL/WINTER 2014

DESIGNED FOR MEN AND WOMEN BY SEAVEES

**BIG SUR, 1961:  
A MYTHMAKERS  
PARADISE**

Escaping on the Road,  
Kerouac's Breakdown

Seavees Goes Rogue:  
A Pictorial Collection



**SEAVEES**

# F/W 2014 MENS COLLECTION





## 02/64 Baja Slip On Standard

The 02/64 Baja Slip On captures the spirit of pioneering California surfers, looking to avoid crowds, as they traveled to remote Baja California, Mexico in February 1964. Made of our exclusive vintage wash linen. Superior comfort footbed is lined in naturally antibacterial and hypoallergenic bamboo canvas. Traditional calendar outsole is made with genuine gum rubber for a softer, more elastic result. SIZES 7-12,13

TIN GREY VINTAGE WASH LINEN



SLATE NAVY VINTAGE WASH LINEN



PEACOCK NAVY SUEDE



CHOCOLATE BOMBER LEATHER/SUEDE



CARBON WOOL/TUMBLLED LEATHER



## 02/64 Baja Slip On Wintertide

The Our 02/64 Baja Slip On is a tribute to the early surf adventurers featured in the February 1964 issue of Surfing Magazine. Classic twin gore design is inspired by the simple, utilitarian nature of beachside footwear of the era. Seasonal interpretations in all-over suede, bomber leather with suede or wool with tumbled leather. Superior comfort footbed is lined in bamboo canvas. Traditional calendar outsole is made with genuine gum rubber. SIZES 7-12,13



## 08/63 Hermosa Plimsoll Standard

Our 08/63 Hermosa Plimsoll celebrates the first skateboard contest held in Hermosa Beach, California in August 1963. Features a textured linen upper with a vintage wash finish — made to our specifications and exclusive to SeaVees. Comfort footbed is lined in bamboo canvas to keep your foot dry and odor free. Our signature herringbone outsole design offers maximum slip resistance. SIZES 7-12,13

SLATE NAVY VINTAGE WASH LINEN



TIN GREY VINTAGE WASH LINEN



NATURAL VINTAGE WASH LINEN



**08/63 Hermosa Plimsoll Varsity**

Our iconic 08/63 Hermosa Plimsoll is emphasized for Fall/Winter 2014 in a new edition inspired by vintage lettermen jackets. Features tumbled leather paired with durable surplus grade wool. Comfort footbed is lined in naturally antibacterial and hypoallergenic bamboo canvas. Our signature herringbone outsole design offers maximum slip resistance. SIZES 7-12,13

CARBON TUMBLED LEATHER/WOOL



PEACOCK NAVY TUMBLED LEATHER/WOOL



OXBLOOD TUMBLED LEATHER/WOOL



**05/65 Westwood Tennis Shoe Standard**

Our 05/65 Westwood Tennis Shoe is inspired by the classic tennis stylings of the mid-sixties. Made of lightweight salt-washed canvas uppers and a superior comfort footbed lined in naturally antibacterial bamboo canvas. SIZES 7-12,13

NAVY CANVAS



NATURAL CANVAS



BRONZE SHRUNKEN KID LEATHER



STEEL SHRUNKEN KID LEATHER



BLACK TUMBLED LEATHER



**05/65 Westwood Tennis Shoe Roadster**

In May 1965, led by team captain Arthur Ashe, the UCLA men's tennis team wins the NCAA National Championship on its home court in Westwood, California. This season's interpretation in shrunken kid leather with a 3M reflector backstay and tumbled leather. Superior comfort footbed is lined in bamboo canvas. Traditional calendar outsole is made with genuine gum rubber. SIZES 7-12,13





### 09/67 **Davis Cruiser**

After years of lobbying by a small group of concerned locals, the first bike lanes in the U.S. were built on Sycamore Lane and 8th Street in Davis, California. Our 09/67 Davis Cruiser is a tribute to these pioneering citizens and is inspired by vintage bicycling footwear of the era. Uppers are made of all-over gutsy washed leather or a combination of felted wool and washed leather. Superior comfort footbed is lined in bamboo canvas. Rugged grooved outsole tread is made of genuine rubber. SIZES 7-12,13

OLIVE WASHED LEATHER



BLACK WASHED LEATHER



CAFÉ/FOSSIL WASHED LEATHER/FELTED WOOL



BROWN BOMBER JACKET LEATHER



PEACOCK NAVY SUEDE



### 08/61 **Army Issue Sneaker Low-Top**

Our 08/61 Army Issue Sneaker is inspired by the all-purpose sporting footwear worn on base by soldiers in the 1960s at Fort Irwin, Mojave Desert, California. Uppers are made of bomber jacket leather or suede with tumbled leather cap toe. Rawhide leather laces are featured on the bomber version. Cotton laces on the suede version are salt washed for softness. Comfort footbed is lined in bamboo canvas. Ribbed calendar outsole is made of long-wearing genuine gum rubber. SIZES 7-12,13

BLACK WASHED LEATHER



CAFÉ WASHED LEATHER



### 05/66 **Hawthorne Slip On**

In May 1966 The Beach Boys release Pet Sounds in Hawthorne, California. The relaxed, timeless style of our 05/66 Hawthorne Slip On provokes the mid-60's cool of the quintessential California band. Made of superior washed leather with tumbled leather backstay. Comfort footbed is lined in naturally antibacterial and hypoallergenic bamboo canvas. Our signature herringbone outsole design offers maximum slip resistance. SIZES 7-12,13





## 04/60 2 Eye Floater

In April 1960 Governor Pat Brown signs the Donahoe Higher Education Act in Sacramento, California. Nicknamed The Master Plan, it is recognized as the most significant step California has ever taken in the planning for the education of its youth. The 04/60 2 Eye Floater is our tribute to The Master Plan and inspired by the "Floater" style plain toe mid-cut boots popular on college campuses in the 60s. Uppers are made of soft sueded leather. Two-color round laces are waxed cotton. Uppers and footbed lined in naturally antibacterial and hypoallergenic bamboo canvas. Our traditional calendar outsole is made with genuine gum rubber. SIZES 7-12,13

CARBON SUEDE



CHOCOLATE SUEDE



BROWN BOMBER JACKET LEATHER



BLACK WASHED LEATHER



CARBON WOOL



## 08/61 Army Issue Sneaker High

A classic high cut version of our 08/61 Army Issue Sneaker. Uppers feature bomber jacket leather, washed leather or wool with pull up leather accents. Rawhide leather laces are featured on the bomber leather and wool versions. Round cotton laces on the washed leather version are dip dyed. Superior comfort footbed is lined in bamboo canvas. Genuine gum rubber ribbed outsole for a softer, more elastic result. SIZES 7-12,13



## 03/66 Sloop Moc

In March 1966 The Beach Boys release the single "Sloop John B" in Hawthorne, California. Adapted from a 1930s sea-chantey folk song, it would peak at #3 on the Billboard chart. Our 03/66 Sloop Moc is a modern interpretation of traditional nautical hand-sewn footwear. Uppers are made of waxed leather or oiled suede. Moccasin stitch is hand-sewn with a heavy waxed thread. Bow tie skip-lace is oil stuffed rawhide leather. Full length comfort footbed is lined in full grain leather. Calendar outsole is made of genuine gum rubber. SIZES 7-12,13

BRASS OILED SUEDE



JAVA WAXED LEATHER



BLACK SUEDE



CHOCOLATE SUEDE



SURPLUS OLIVE SUEDE



### 09/65 Bayside Moc Chukka

In September 1965 the San Francisco Examiner is the first to observe the birth of the hippie movement. The newspaper notes that the Haight-Ashbury district of San Francisco, California has become 'a hip hangout' for beatniks. Our 09/65 Bayside Moccasin embraces the free-thinking spirit of the 60s hipster subculture. Uppers are made of all-over washed leather or washed leather with wool trim. Moccasin stitch is hand-sewn. Laces are oil stuffed rawhide on the all-over washed leather, dip dyed cotton on the washed leather/wool. Comfort footbed is lined in bamboo canvas. Traditional calendar outsole is made of genuine gum rubber. SIZES 7-12,13



BLACK/CARBON WASHED LEATHER/WOOL



CAFÉ WASHED LEATHER



### 12/62 Maslon Desert Boot

At the end of 1962, Richard Neutra completes the design of the Maslon House in Palm Springs, California. Inspired by the geographic surroundings of the Coachella Valley, the Maslon House was part of a distinctive design movement in the mid-20th century now called Desert Modernism. Our 12/62 Maslon Desert Boot is a tribute to the informality and simple elegance of Desert Modernism. Uppers are made of sueded leather with pull up leather accents. Laces are round rawhide. Comfort footbed is lined in bamboo canvas. Our signature herringbone outsole design offers maximum slip resistance. SIZES 7-12,13

### 10/61 Bixby Canyon Moccasin

In October 1961 Jack Kerouac completes the novel Big Sur in a friend's cabin in Bixby Canyon. The author of On The Road, Kerouac went to Big Sur, California in the summer of 1960 to escape his fame in New York and write a poem about sea sounds. Our 10/61 Bixby Canyon Moccasin embodies the adventurous individuality and nomadic style of the Beat Generation. Uppers are made of waxed sueded leather. Deconstructed with raw edges, no counters for a rebellious take on a classic. Moccasin stitch is hand-sewn with a heavy waxed thread. Laces are oil stuffed rawhide leather. Superior comfort footbed is leather lined. Outsole is made of genuine plantation crepe for softer, more elastic cushioning. SIZES 7-12,13/7-12,13 W

RUST WAXED SUEDE



ANTHRACITE WAXED SUEDE





## 10/60 **Buck**

On the first day of October 1960, Gerry Mulligan, the pioneer of West Coast Jazz, performs with his Concert Jazz Band at the Santa Monica Auditorium in Santa Monica, California. The enduring style of Gerry Mulligan - the fusing of the hip and the square - is emulated in our 10/60 Buck. Made of antiqued waxed leather, tumbled leather or oiled suede. Deconstructed for a relaxed, modern execution of the classic buck style. Full length footbed is leather lined. Bourbon Brown and Thunder feature outsoles made of genuine plantation crepe for softer, more elastic cushioning. Oiled suede versions feature an exclusive blown rubber outsole. SIZES 7-12,13/7-12,13 W



WALNUT PULL UP LEATHER/COWHIDE



BRASS WAXED LEATHER



SAND OILED SUEDE



BOURBON BROWN ANTIQUED LEATHER



THUNDER TUMBLED LEATHER



DARK OLIVE OILED SUEDE



SAND OILED SUEDE



## 02/61 **Rogue Loafer**

In February 1961 Hunter S. Thompson arrived in Big Sur, California, writing by day and working as a security guard at night. Rogue magazine would pay him \$350 for his article "Big Sur: The Tropic of Henry Miller" and it would become his first published work. Our 02/61 Rogue Loafer is a tribute to the father of Gonzo journalism and is our rebellious take on the traditional loafer style. Uppers are made of gutsy full grain pull up leather. Raw edges and no counters complete the deconstructed execution. Moccasin stitch is hand-sewn with a heavy waxed thread. Superior comfort footbed is leather lined. Outsole is made of genuine plantation crepe for softer, more elastic cushioning. SIZES 7-12,13/7-12,13 W



## 12/67 **3 Eye Chukka**

Our 12/67 3 Eye Chukka celebrates the aloof West Coast casual style of Pasadena's Ben Braddock. Inspired by the December 1967 Hollywood premiere of The Graduate where the aimless young Ben was seduced by the infamous Mrs. Robinson. Our adaptation of this all-time classic is unlined and deconstructed down to the stitch-out welt and genuine plantation crepe outsole. Core offering is made of pull up leather, oiled suede, waxed leather or tumbled leather. Each features a soft cotton lace in matching or sun-washed contrast color. New Fall/Winter 2014 addition in Walnut pairs oiled pull up leather with hair-on cowhide and features a rawhide lace. SIZES 7-12,13/7-12,13 W

THUNDER TUMBLED LEATHER



CIGAR PULL UP LEATHER



SAGE TUMBLED LEATHER/SUEDE



WALNUT PULL UP LEATHER



BLACK IRON PULL UP LEATHER





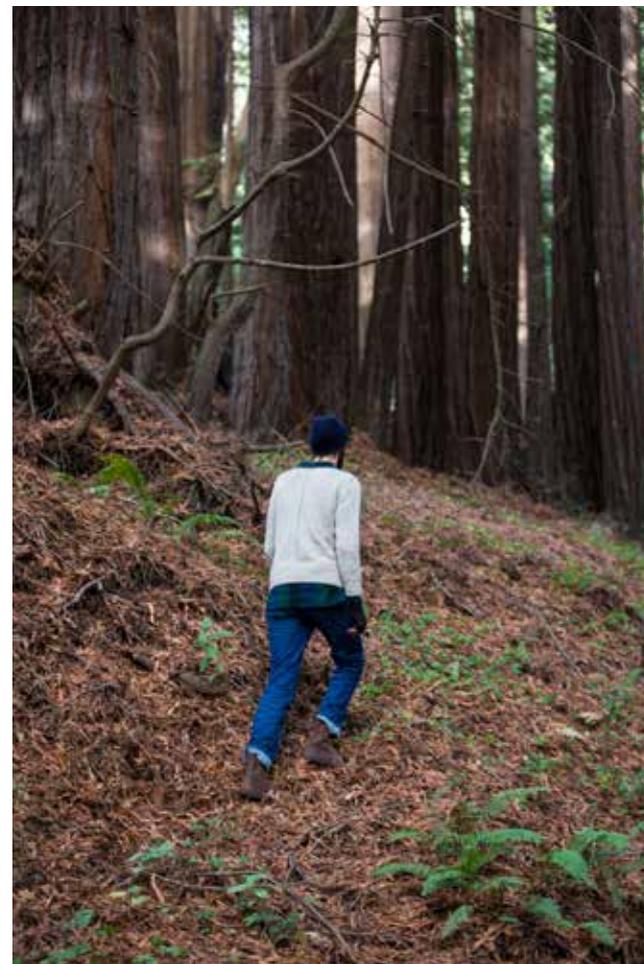
## 02/60 5 Eye Trail Boot

The VIII Olympic Winter Games commence in Squaw Valley, California in February 1960. Our 02/60 Trail Boot captures the simplistic stylings and functional ideals of the boots worn in the Squaw Valley era. Made of full grain pull up leather or waxed leather. Moccasin stitch is hand-sewn with a heavy, waxed thread. Featuring two color nylon hiking laces. Comfort footbed is leather lined. Sueded leather heel counters secure fit. Outsole is made of genuine plantation crepe for softer, more elastic cushioning. SIZES 7-12,13/7-12,13 W

WALNUT PULL UP LEATHER



SAGE WAXED LEATHER



BLACK IRON PULL UP LEATHER

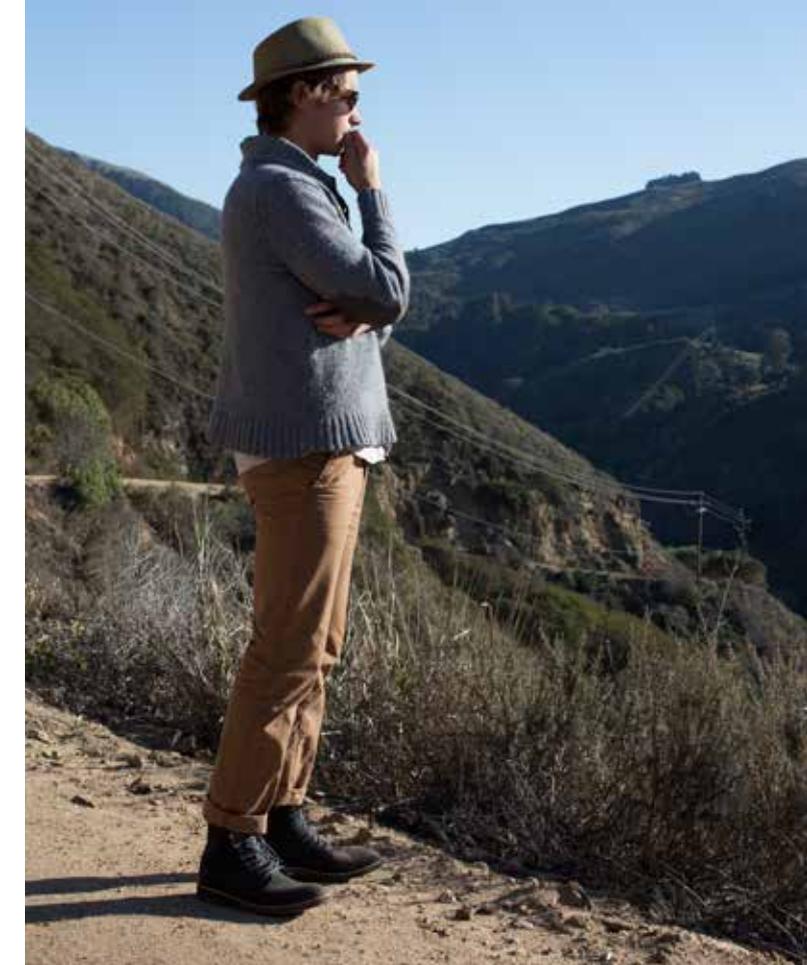


WALNUT PULL UP LEATHER



## 02/60 7 Eye Trail Boot

A higher cut version of our classic 02/60 Trail Boot. The 7 Eye features uppers made of pull up leather or rugged oiled suede. Moccasin stitch is hand-sewn. Laces are oil stuffed rawhide leather. Superior comfort footbed is leather lined. Sueded leather heel counters to secure fit. Outsole is made of genuine plantation crepe. SIZES 7-12,13/7-12,13 W



## 05/63 Boondocker Boot

In May 1963 the United States Marine Corps discontinues use of their target ranges at Camp Matthews in San Diego, California due to civilian encroachment and consequent safety hazards. Our 05/63 captures the essence of the combat style boots worn by the USMC in the 60s. Made of weathered roughout leather with an antique polish at toe and heel or gutsy pull up leather. Full length comfort footbed is leather lined. Leather welt with heavy contrast stitch. Exclusive blown rubber outsole provides a lightweight feel unique to boots of this nature. SIZES 7-12,13

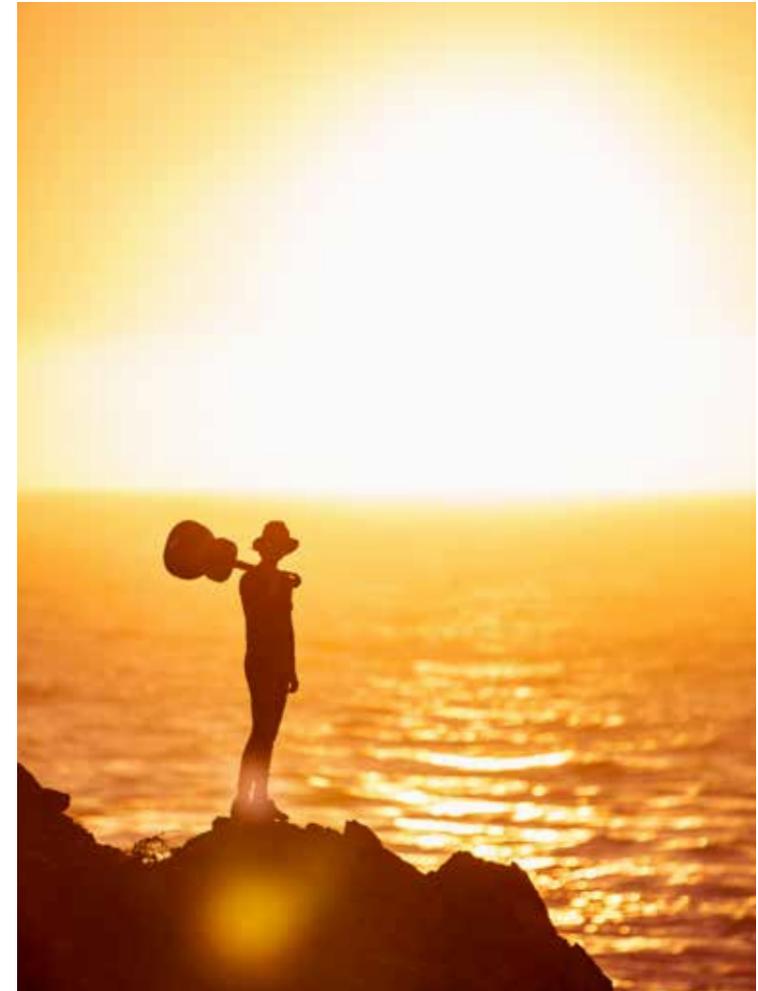
BLACK IRON PULL UP LEATHER



DARK EARTH ROUGHOUT LEATHER



# F/W 2014 WOMENS COLLECTION





### 02/64 **Baja Slip On**

Our 02/64 Baja Slip On is a tribute to the early surf adventurers featured in the February 1964 issue of Surfing Magazine. Classic twin gore design is inspired by the simple, utilitarian nature of beachside footwear of the era. Seasonal interpretations in all-over suede or suede paired with hair-on cowhide. Superior comfort footbed is lined in bamboo canvas. Traditional calendar outsole is made with genuine gum rubber. SIZES 5-10,11

PEACOAT NAVY SUEDE



SURPLUS OLIVE SUEDE



### 08/63 **Hermosa Plimsoll**

Our 08/63 Hermosa Plimsoll celebrates the first skateboard contest held in Hermosa Beach, California in August 1963. Features a suede leather upper with snake-embossed leather accents. Comfort footbed is lined in bamboo canvas. Traditional calendar outsole is made with genuine gum rubber. SIZES 5-10,11

BLACK SUEDE/COWHIDE



CLOUDBURST GREY SUEDE



NAVY/INDIGO SUEDE/FELTED WOOL



BLACK SUEDE/SNAKE EMBOSSED LEATHER



### 05/65 **Westwood Tennis Shoe**

In May 1965, led by team captain Arthur Ashe, the UCLA men's tennis team wins the NCAA National Championship on its home court in Westwood, California. Our 05/65 Westwood Tennis Shoe is inspired by the classic tennis stylings of the mid-sixties. Uppers are made of suede leather with snake-embossed leather accents or suede leather with felted wool accents. Superior comfort footbed is lined in bamboo canvas. Our exclusive duel compound outsole offers our softest ride while providing maximum grip. SIZES 5-10,11

## 08/61 **Army Issue Sneaker** **Low**

Our 08/61 Army Issue Sneaker is inspired by the all-purpose sporting footwear worn on base by soldiers in the 1960s at Fort Irwin, Mojave Desert, California. Uppers are made of soft sueded leather with metallic leather accents or felted wool with pearlized patent leather accents. Cotton laces are salt washed for softness. Comfort footbed is lined in bamboo canvas. Ribbed calendar outsole is made of long-wearing genuine gum rubber. SIZES 5-10,11

FOSSIL FELTED WOOL



CLOUDBURST GREY SUEDE



## 08/61 **Army Issue Sneaker** **High**

Our 08/61 Army Issue Sneaker is inspired by the all-purpose sporting footwear worn on base by soldiers in the 1960s at Fort Irwin, Mojave Desert, California. Uppers are made of soft sueded leather with metallic leather accents or felted wool with pearlized patent leather accents. Cotton laces are salt washed for softness. Comfort footbed is lined in bamboo canvas. Ribbed calendar outsole is made of long-wearing genuine gum rubber. SIZES 5-10,11

BLACK WASHED LEATHER



CHESTNUT VEG TAN LEATHER



ADOBE VEG TAN LEATHER



## 03/66 **Sloop Moc**

In March 1966 The Beach Boys release the single "Sloop John B" in Hawthorne, California. Adapted from a 1930s sea-chantey folk song, it would peak at #3 on the Billboard chart. Our 03/66 Sloop Moc is a modern interpretation of traditional nautical hand-sewn footwear. Uppers are made of waxed veg-tan leather. Moccasin stitch is hand-sewn with a heavy waxed thread. Bow tie skip-lace is oil stuffed rawhide leather. Full length footbed is lined in full grain leather. Calendar outsole is made of genuine gum rubber. SIZES 5-10,11





## 10/60 **Buck**

Our 10/60 Buck is inspired by the enduring style of the West Coast Jazz pioneers of the 1960s. Deconstructed for a relaxed, modern execution of this timeless classic. Made of oiled suede leather with patent binding accents. Full length footbed is leather lined. Features our exclusive blown rubber outsole. SIZES 5-10,11

NAVY OILED SUEDE



## 07/60 **Sorrento Sand Shoe**

John Fitzgerald Kennedy and Marilyn Monroe attend the first official Beach Volleyball event in Sorrento Beach, Santa Monica, California. Kennedy, in Los Angeles for the 1960 Democratic National Convention, accepts the party's nomination for President of the United States. The 07/60 Sorrento Sand Shoe is our modern interpretation of the accessible and serviceable footwear found in surf shops along the early 60s coast. Uppers are made of oiled suede with pull up leather foxing. Full length leather footbed. Calendar outsole features genuine gum rubber. SIZES 5-10,11

RUST OILED SUEDE



BLACK OILED SUEDE



BRASS OILED SUEDE



## 12/67 **3 Eye Chukka**

Inspired by the December 1967 Hollywood premiere of *The Graduate*, our 12/67 Chukka captures the aloof Ivy League-meets-West Coast casual style of Pasadena's Ben Braddock. Our adaptation of this all-time classic is deconstructed and rebellious down to the contrast stitching on the welt and lightweight blown rubber outsole. Uppers are made of all-over waxed leather, oiled suede paired with a croc-embossed oiled suede, or oiled suede paired with a hair-on cowhide. Includes two lace options; contrasting or matching. SIZES 5-10,11

OLIVE OILED SUEDE/CROC EMBOSSED SUEDE



BLACK OILED SUEDE/COWHIDE



BRASS WAXED LEATHER



BLACK IRON PULL UP LEATHER



WALNUT PULL UP LEATHER



## 02/60 **7 Eye Trail Boot**

The VIII Olympic Winter Games commence in Squaw Valley, California in February 1960. Our 02/60 Trail Boot captures the simplistic stylings and functional ideals of the boots worn in the Squaw Valley era. Made of full grain pull up leather. Moccasin stitch is hand-sewn with a heavy, waxed thread. Laces are oil stuffed rawhide leather. Comfort footbed is leather lined. Outsole is made of genuine plantation crepe for softer, more elastic cushioning. SIZES 5-10,11



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