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NEW SPRING 21

SMMR21

COLLECTION

+

DISSENT



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We guarantee

Better Days In The Mountains

Since 2012.

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DISSENT's own Richie Rude racing Crankworx Whistler in the Coast Mountains, BC.

Richie Rude // Photo by Dave Trimpore

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dis·sent /də 'sent/

\verb\ - to take an opposing view; to differ in opinion from the majority.

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Photo by Dave Trumppore

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Nano + Cu 8", Nano 8", Nano 8" No Logo, Nano 6"

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NanoGLIDE®, CuTECH®, GFX Compression

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Display, POP
Sales Program

+

FOREWARD



A teammate once told me:

“Today, you need to ride as if your cranks are made of glass. Every pedal stroke is one less bullet in reserve”

In other words: Take care of yourself. Be efficient. Set yourself up for success.

Since the beginning of Dissent, we have focused on efficiency. Every product needs to make our time outdoors better and more productive. More enjoyable. Focus less on your gear, so that you can focus on the experience and task at hand. This is why Dissent exists.



“We couldn't buy the gear we needed, so we made it ourselves.”

Bike racing and big days in the backcountry - arenas where efficiency is critical - are at the core of Dissent's DNA. In fact, a race experience two decades ago became foundational in the development of Dissent. In the saddle from sun-up to sun-down, finish-line in striking distance and the crux moments still ahead, my feet were done. Smashed from the early morning rain that had turned to a searing afternoon of hotspots and blisters, pedaling became nearly unbearable. The result that day was far from ideal, but it helped foment a journey and deep dive into socks, seeking out incremental improvements in materials and construction that led us to where we are today. A complex, yet elegantly simple upgrade, for better days on the bike. When Dissent launched to the public at Crankworx in August of 2012, it was cathartic indeed.

Sure, your younger self might sometimes get by on youthful energy and brawn. However, with experience, you learn that every advantage you can harness for more efficiency is cumulative, and critical to success. While others waste energy and time, you stay more comfortable, dialed, and ready. This idea echoes through everything we do, every day of the year.

Your time outside, your time in the mountains, is very much finite and it matters. Let's make the most of it.

Josh Hall, Founder.

2021



+

SUPERCREW COMP
NANO

+



BIKE COLLECTION

+

+

Shawn Neer & Richie Rude // Photo by Dave Trumppore

+

SUPERCREW COMP

NANO

≠ CU 8" ||

Engineered for all-day comfort and precision fit, the Nano series was designed with backcountry missions in mind.

Big pedal, Hike-a-bike, Enduro racing, Gravel exploration - the longer the day, the better.

- + ULTRA THIN
- + LOCKED-ON FIT
- + MOST BREATHABLE
- + UNIQUE BLISTER PREVENTION
- + ANTI-ODOR/ANTI BACTERIA COPPER YARN

HEIGHT // 8"

TECHNOLOGY // NanoGLIDE®, ProFit

COMPOSITION // 4% Spandex, 9% CuTEC, 25% Nanoglide, 27% Polypropylene, 35% Nylon



ULTRA THIN

// BREATHABILITY

+

SUPERCREW COMP
NANO
8

Engineered for all-day comfort and precision fit, the Nano series was designed with backcountry missions in mind.

Big pedal, Hike-a-bike, Enduro racing, Gravel exploration - the longer the day, the better.

- + ULTRA THIN
- + LOCKED-ON FIT
- + MOST BREATHABLE
- + UNIQUE BLISTER PREVENTION

HEIGHT // 8"

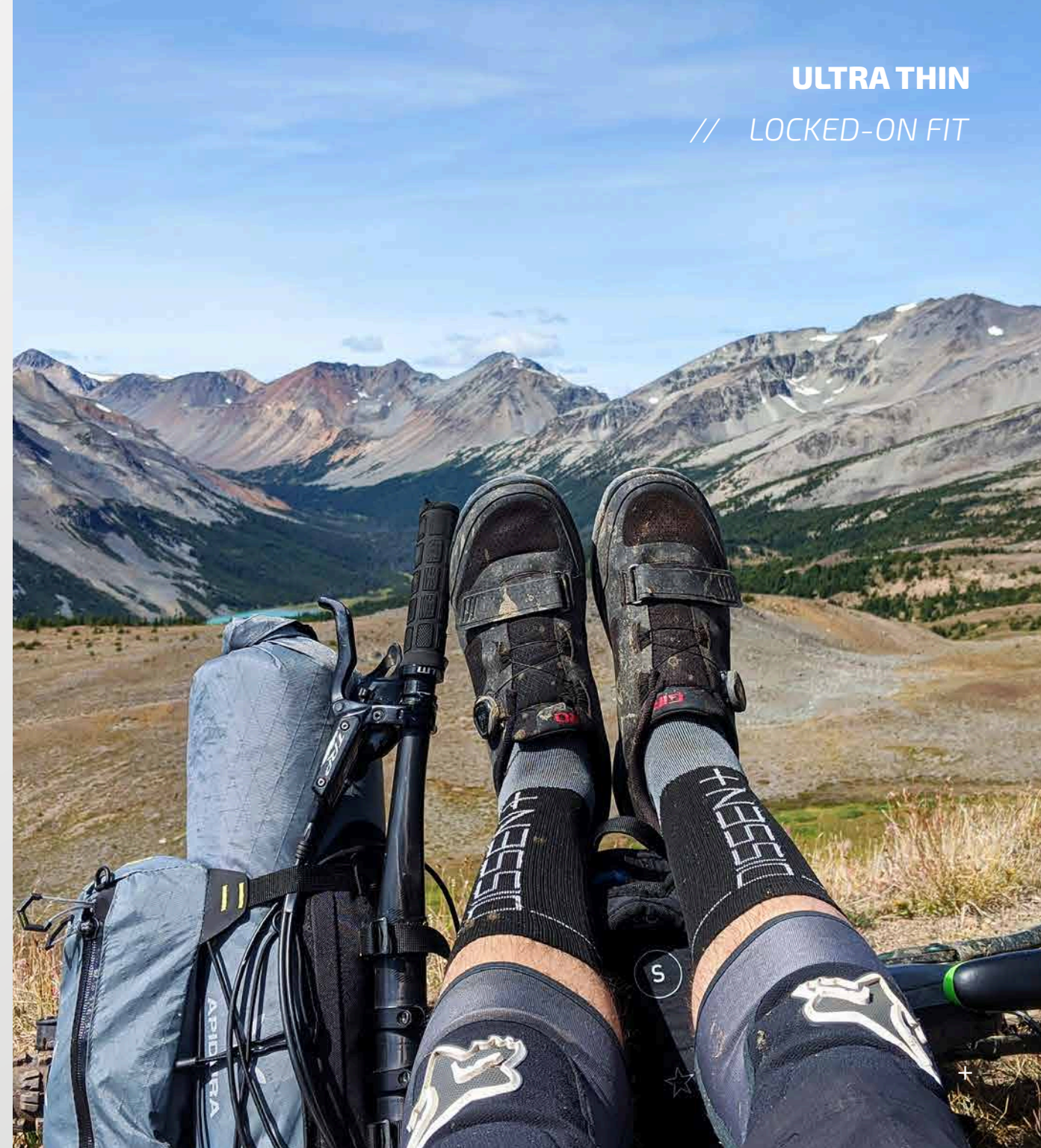
TECHNOLOGY // NanoGLIDE®, ProFit

COMPOSITION // 4% Spandex, 25% Nanoglide, 35% Nylon, 36% Polypropylene



ULTRA THIN

// LOCKED-ON FIT



+

NEW

SUPERCREW COMP

NANO 8" NO LOGO

Engineered for all-day comfort and precision fit, the Nano series was designed with backcountry missions in mind.

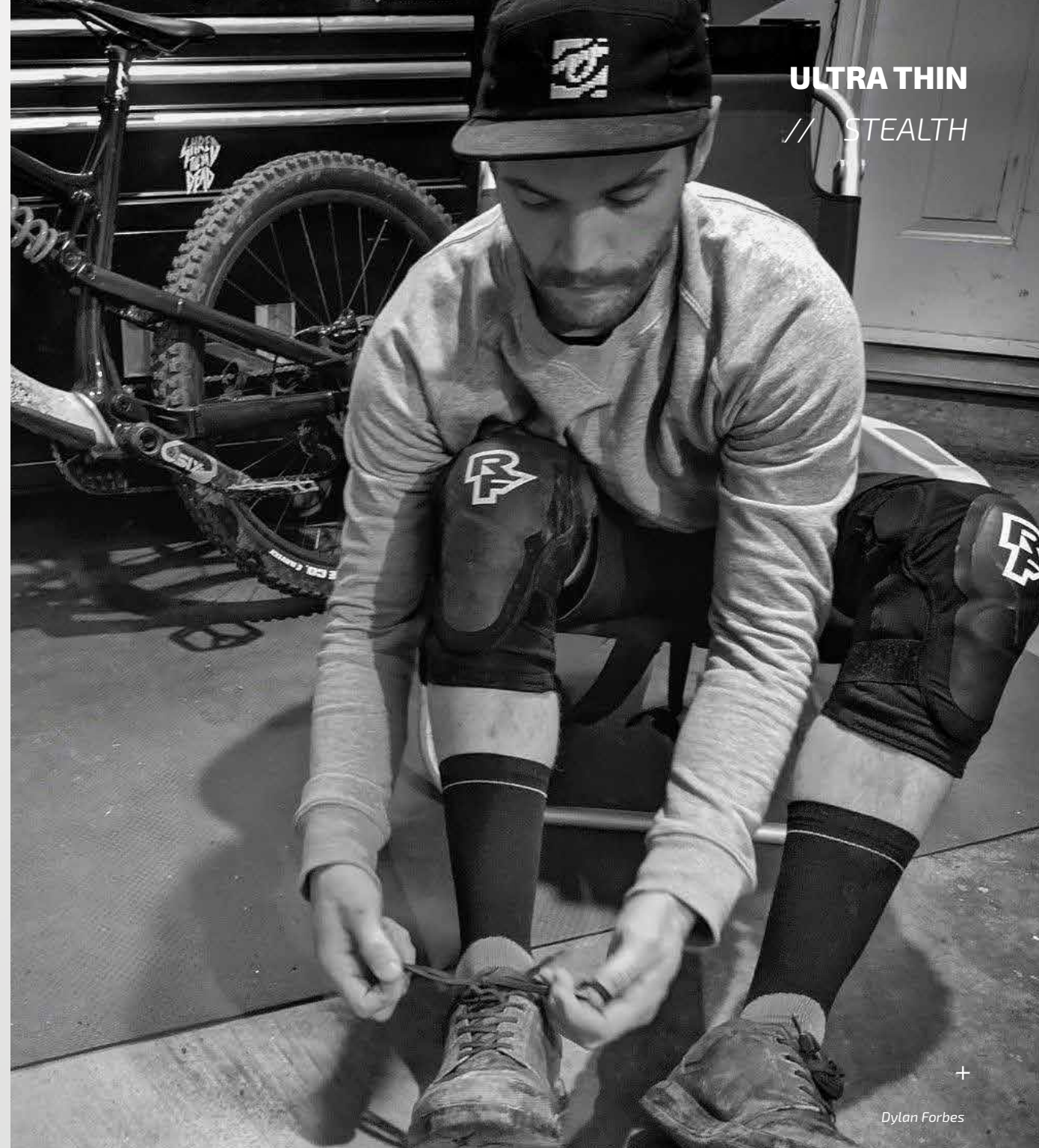
Big pedal, Hike-a-bike, Enduro racing, Gravel exploration - the longer the day, the better.

- + ULTRA THIN
- + LOCKED-ON FIT
- + MOST BREATHABLE
- + UNIQUE BLISTER PREVENTION

HEIGHT // 8"
TECHNOLOGY // NanoGLIDE®, ProFit
COMPOSITION // 4% Spandex, 25% Nanoglide, 35% Nylon, 36% Polypropylene



ULTRA THIN
 // **STEALTH**



+
 Dylan Forbes

+

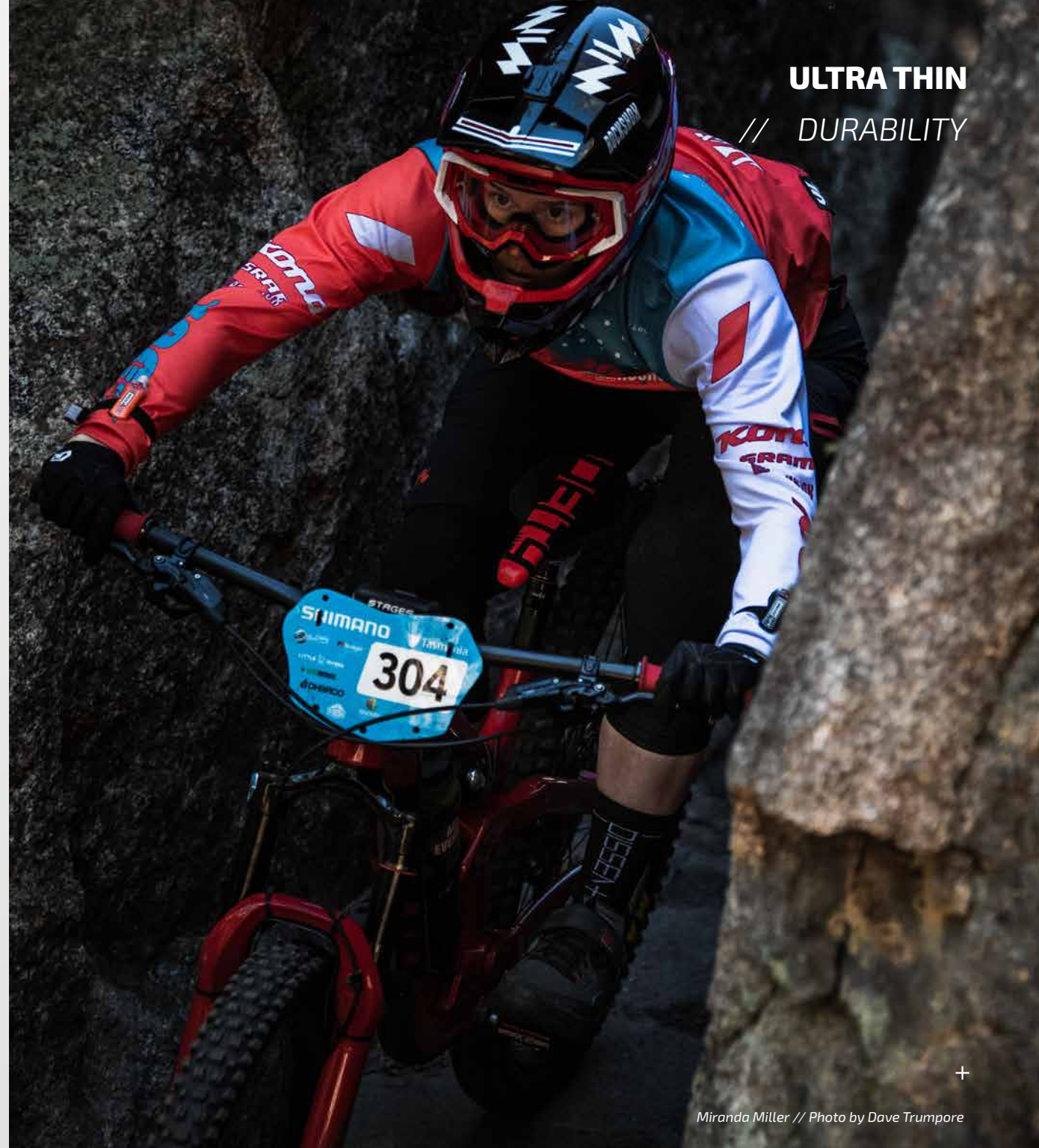
SUPERCREW COMP
NANO
6"

Engineered for all-day comfort and precision fit, the Nano series was designed with backcountry missions in mind.

Big pedal, Hike-a-bike, Enduro racing, Gravel exploration - the longer the day, the better.

- + ULTRA THIN
- + LOCKED-ON FIT
- + MOST BREATHABLE
- + UNIQUE BLISTER PREVENTION

HEIGHT // 6"
TECHNOLOGY // NanoGLIDE®, ProFit
COMPOSITION // 4% Spandex, 29% Nanoglide, 33% Nylon, 34% Polypropylene



ULTRA THIN

// DURABILITY

+

Miranda Miller // Photo by Dave Trumppore

+

SUPERCREW
ULTRA
MTN

+

BIKE COLLECTION

+



Richie Rude & Shawn Neer // Photo by Dave Trumppore

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SUPERCREW
ULTRA MTN
MERINO

These new Supercrews follow the Dissent mandate of all-day consistent / locked-on fit, but we tuned them up using our proprietary DLX Merino wool for a slice of easy-going comfort.

A brilliant every-day, every-season, every adventure addition to your Dissent set-up. You're going to love them.



- + THIN & BREATHABLE
- + LOCKED-ON FIT
- + EZ-ON™ COMPRESSION
- + CRITICAL COMFORT
- + ENHANCED MERINO

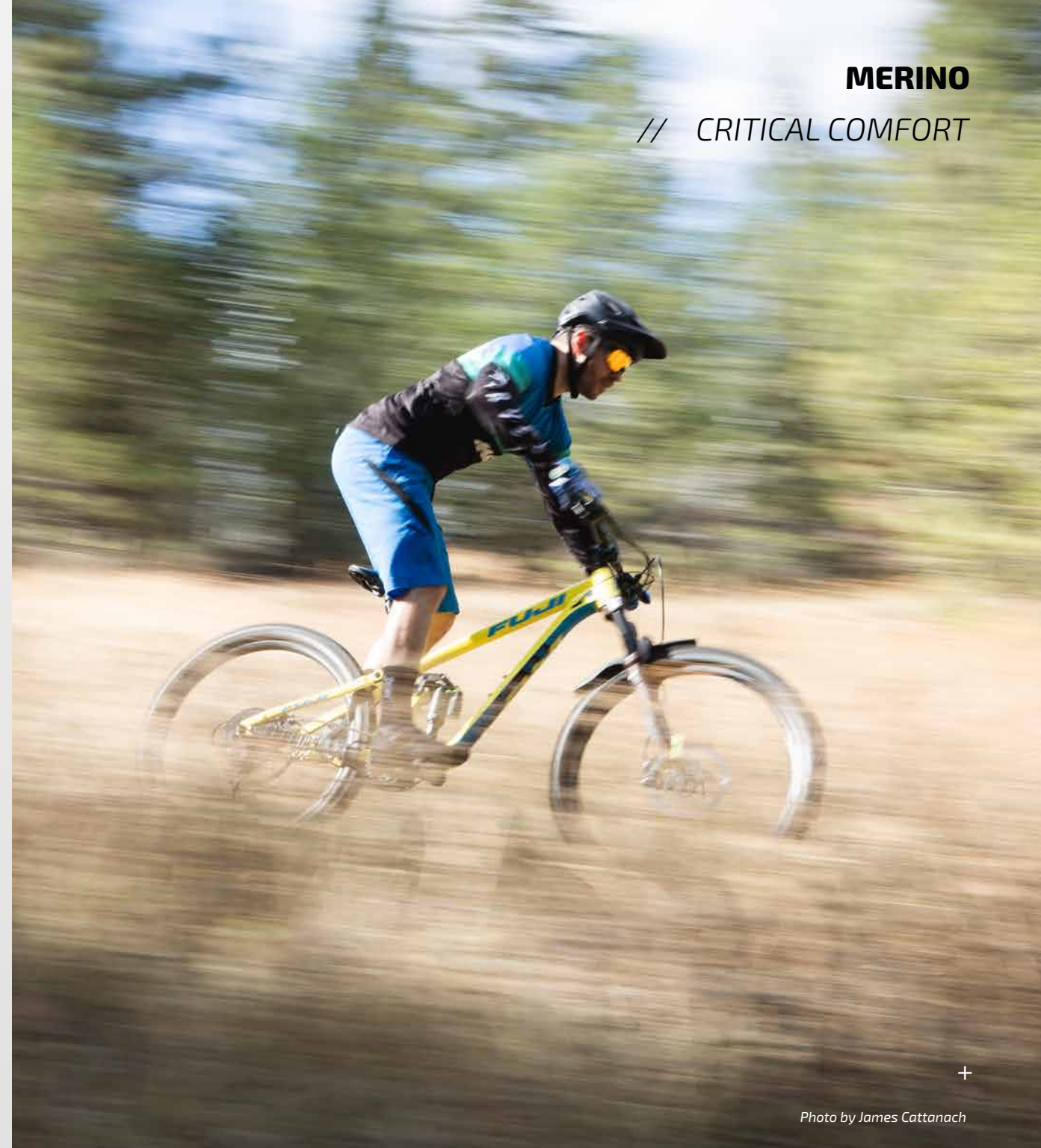
HEIGHT // 6"

TECHNOLOGY // Ultra MTN, DLX-Wool

COMPOSITION // 15% Lycra, 30% Merino, 55% Polyamide

MERINO

// CRITICAL COMFORT



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Photo by James Cattanach

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GENUFLEX COMP
GFX
 CREW

+

BIKE COLLECTION

+



Remi Gauvin // Photo by Dave Trimpore

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GENUFLEX COMP

GFX CREW

Engineered for the perfect combination of compression and padding, the Crew Protect delivers exceptional fit and feel with a thin-dense layer of protection.

Big days on the bike, Bike Park laps, critical comfort without bulk.

- + ANATOMICAL GFX PADDING
- + LOCKED-ON FIT
- + CRITICAL COMFORT
- + UNMATCHED DURABILITY
- + PROTECTION WITHOUT BULK

HEIGHT // 8"

TECHNOLOGY // GFX Compression

COMPOSITION // 28% Lycra, 72% Polyamide



GFX PADDING

// PROTECTION



+

BIKE COLLECTION

+

GENUFLEX COMP

GFX

SEMENUK

+



The silent, calculated genius of Brandon Semenuk has been in plain view for many years, but only recently has it become increasingly decoupled from the rigid margins of competition. Known for his uncanny attention to detail, Brandon seems to operate at a slightly higher frequency, and consistently unleashes unimaginable next-level performances to the world of mountain biking.

In 2015 Dissent released the GFX Semenuk pro-model sock, as an even more thoughtful solution to what modern mountain biking needed. In this case (and diverging from some of the core tenets of the Dissent build philosophy) a carefully executed patterning helps to improve all-day comfort for riders who need additional padding and volume. Similar to Brandon himself, there really is nothing else even close.

Brandon Semenuk // Photo by Josh Hall

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GENUFLEX COMP

GFX

SEMENUK

The signature Brandon Semenuk co-lab sock uses a unique design, specific patterns, with optimized padding for ankle-brace use and overall comfort.

The enhanced low-profile GFX padding improve fit and feel of modern riding footwear. A gravity rider's favorite.

- + ANATOMICAL GFX PADDING
- + LOCKED-ON FIT
- + CRITICAL COMFORT
- + UNMATCHED DURABILITY
- + LOFT & PROTECTION WITHOUT BULK

HEIGHT // 8"

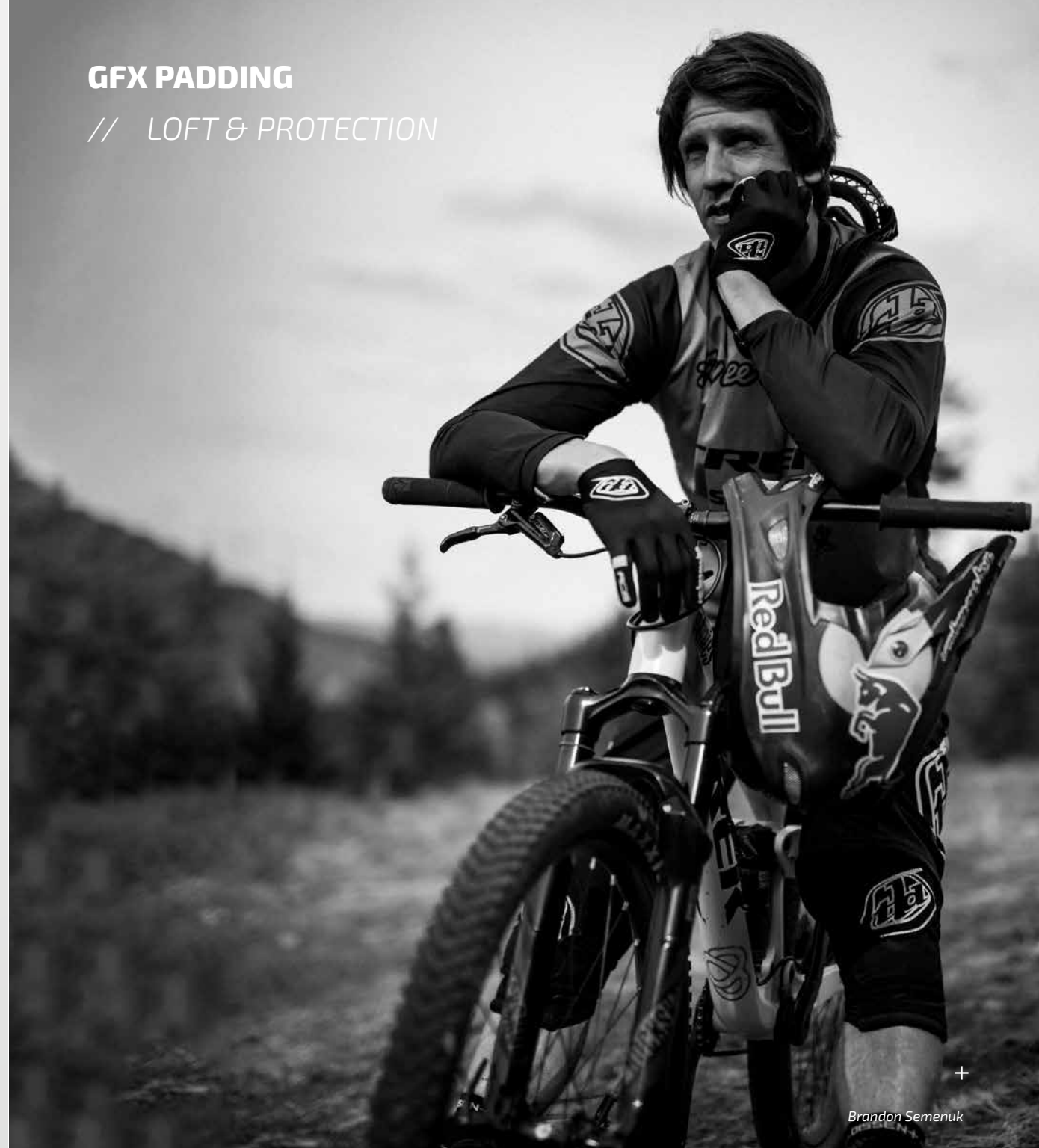
TECHNOLOGY // GFX Compression

COMPOSITION // 28% Lycra, 72% Polyamide



GFX PADDING

// LOFT & PROTECTION



Brandon Semenuk

SUPERCREW COMP
NANO
 + CU 8"

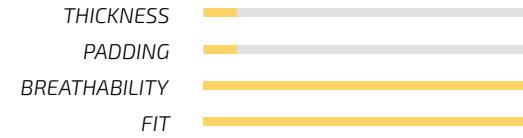


8"

- + Ultra Thin
- + Locked-On Fit
- + Most Breathable
- + Unique Blister Prevention
- + Anti-Odor/Anti-Bacteria Copper Yarn

\$34.95

ULTRA THIN // BREATHABILITY



+

SUPERCREW COMP
NANO
 8"

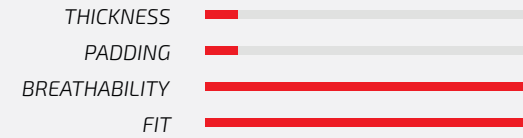


8"

- + Ultra Thin
- + Locked-On Fit
- + Most Breathable
- + Unique Blister Prevention

\$32.95

ULTRA THIN // LOCKED-ON FIT



SUPERCREW COMP
NANO
 + CU

NEW
 SUPERCREW COMP
NANO 8"
 NO LOGO

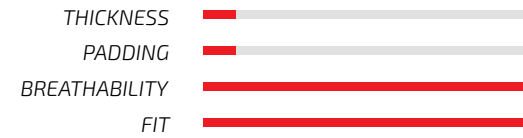


8"

- + Ultra Thin
- + Locked-On Fit
- + Most Breathable
- + Unique Blister Prevention

\$32.95

ULTRA THIN // STEALTH



**ULTIMATE PRECISION
 PERFORMANCE FIT**

+

SUPERCREW COMP
NANO
 6"

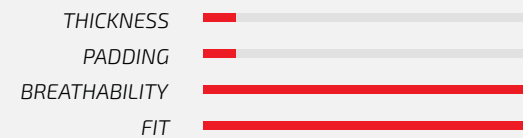


6"

- + Ultra Thin
- + Locked-On Fit
- + Most Breathable
- + Unique Blister Prevention

\$32.95

ULTRA THIN // DURABILITY



+



SUPERCREW
**ULTRA
 MTN**
 MERINO

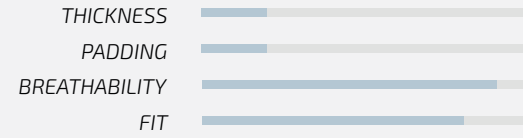


6"

- + Thin & Breathable
- + Locked-On Fit
- + Ez-On™ Compression
- + Critical Comfort
- + Enhanced Merino

\$32.95

MERINO // CRITICAL COMFORT



GENUFLEX COMP

**GFX
 CREW**

**ANATOMICAL GFX PADDING
 FOR ULTIMATE PROTECTION**
 +

GENUFLEX COMP
**GFX
 CREW**



- + Anatomical GFX Padding
- + Locked-On Fit
- + Critical Comfort
- + Unmatched Durability
- + Protection Without Bulk

\$35.95

GFX PADDING // PROTECTION



GENUFLEX COMP
**GFX
 SEMENUK**



- + Anatomical GFX Padding
- + Locked-On Fit
- + Critical Comfort
- + Unmatched Durability
- + Loft & Protection Without Bulk

\$36.95

GFX PADDING // LOFT & PROTECTION



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OUR PROPRIETARY TECH- NOLOGY

Why Dissent?

An easy answer would be to say "ask our athletes, dealers or customers", they know why. It would be too easy though.

Discover why our signature locked-on fit, best-in-class construction, thoughtful use of technical materials, and a relentless focus on the details are the foundation for happy feet.

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NANOGLIDE

Tech talk

NanoGLIDE® technology is engineered to reduce friction, wick sweat, dry fast, and be highly durable. Its permanent treatment doesn't fade or wash out.

Optimized for breathability & minimizing friction, it delivers fast evaporation resulting in less heat build up, fewer hot spots, minimal chafing and reduce chance of blisters.

Nothing dries or cools faster than PTFE NanoGLIDE®. To put it simply: all-day comfort.

Benefits

- + Superior heat management
- + Highly durable
- + No hot spot
- + No blister
- + Wicking

+



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CUTE^{TEC}

Tech talk

The CuTEC[®] technology exploits the unique properties of copper - antistatic, thermal conductivity, anti-microbial - and permanently binds its compound to the yarn.

It enhances body performance, inhibits bacterial growth and odor development, and significantly improves heat regulation. A healthier environment for your feet.

Benefits

- + Odor free
- + Anti-bacterial
- + Anti-oxidant
- + Heat management
- + Skin hygiene

+

GFX COMPRESSION

Tech talk

A Dissent's proprietary construction throughout the Snow & MTB GFX Compression sock series.

The anatomically mapped 3-dimensional Genuflex padding is engineered to retain an exact fit and perfect memory in your ski boots or shoes, whether dry or wet.

Our leading signature Locked-on fit.

Benefits

- + Less bulk
- + No bunching
- + No twisting
- + Ultimate fit
- + Best feel

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SIZE CHART

+ NANO + ULTRA MTN

Sock size	US Men	US Women	Euro	Mondo
S	4 - 6.5	5.5 - 8	35.5 - 39	21 - 24.5
M	7-9	8.5 - 10.5	39.5 - 42.5	25 - 26.5
L	9.5 - 11.5	11 - 13	43 - 45.5	27 - 28.5
XL	12+	13+	46+	29+

+ GFX CREW + GFX SEMENUK

Sock size	US Men	US Women	Euro	Mondo
XS (Youth)	3 - 4.5	4 - 5.5	33 - 35	18.5 - 21
S	5 - 7.5	6 - 8.5	36 - 39	21.5 - 24.5
M	8 - 10	9 - 11	40 - 43	25 - 27
L	10.5 - 12.5	11.5 - 13.5	44 - 47	27.5 - 30
XL	13+	14+	48+	30.5+

+ LOCKED-ON FIT
DSNT
CRITICAL COMFORT
+

DISSENT