Photographer: Jeff Curtis

JAKE BURTON story of a snowboard pioneer

When Jake Burton was 14, he wanted to surf on snow. Since snowboards didn't exist at the time, he begged his parents for the next best thing: a Snurfer, and the rest is history. In 1977, Jake went on to create the world's leading snowboard company, Burton Snowboards. Now, 35 years later, he still runs Burton and spends at least 100 days a year snowboarding. Through it all, Burton has remained dedicated to quality and craftsmanship – just like PBteen. So, we got together to create this exclusive collection of bedding, lighting and accessories for your room. "Everybody's got their own style," Jake says. We couldn't agree more.

Photographer: Jeff Curtis