

Basic Detail Report

00030707

Title

Rip Curl 2001 summer catalogue

Date

2000

Primary Maker

Rip Curl Australia Pty Ltd

Medium

Ink on paper

Dimensions

Overall: 298 x 210 mm, 4 mm, 0.2 kg

Name

Catalogue

History

The short board revolution of 1967 created a frenzy of experimentation in board design in tool sheds and garages around Australia. In 1969 Doug Warbrick and Brian Singer of Rip Curl joined the ranks of pioneering board makers Gordon Woods and Barry Bennet of Sydney and George Rice of Victoria. Rip Curl began by producing a small number of boards for local conditions at beaches such as Torquay, Bells, Jan Juc, and Lorne. As the business expanded so did the range of products produced. Today Rip Curl produces wetsuits, boardshorts, t-shirts, rashvests, boots, surf watches, sunglasses, street wear, packs and a range of accessories. Rip Curl has transformed from a small grass roots business into a major force in the Australian and international surfing industry marketing surfing boards, wet suits, surf wear, mountain wear, street wear, and accessories in the USA, France, South Africa, Japan, Indonesia, Brazil, Argentina, Peru and Chile. It has diversified into other sports such as sail boarding, water skiing and sailing. Rip Curl also sponsors high profile professional surfers and has used surfers such as Wayne Lynch, Michael Peterson, Cheyne Horan and Tom Curren to promote the Rip Curl brand.