

SWIMWEAR ICONS

ALANA'S CLOSET		
B-C-D CUP		
PERFECT FIT		
REVERSIBLE		
4 WAYS STRETCH		
UV PROTECT		Fabric ability to offer highly protection from UV rays (UPS 50+ is the maximum value obtainable)
FAST DRY		Fabric that dries quickly, removing the unpleasant wet sensation on the skin, avoiding irritating rubbing.
ULTRACHLORINE RESISTANT		Fabric that is considerably resistant to attack by active chlorine.
MICROFIBER		Fabric knitting with a soft and fine fiber textile, who bring the best quality softness fabric
SURF GRIP		The 360° internally printed band, fuses the bikini to the body for ultimate comfort and performance.
INTEREST FABRIC		Waffle effect fabric
WATER REPELLANT		Lightweight hydrophobic & superstretch fabrics.
BOARDWALK		
MARKETING CAMPAIGN		
LYCRA XTRA LIFE		A natural polyurethane fiber (synthetic rubber) resistant to attack by active chlorine.
LYCRA BEAUTY		Fabric improve the effectiveness of shapewear and expand the range of options available to women who want that secret advantage.
LYCRA ENERGIZE		Softness and gentle hand of nylon while helping to keep wearers feeling cool and comfortable all day long.
ULTIMATE SUN PROTECTION		Not all U.V protection garments are the same. We ensure that all our materials are laboratory tested and certified as having a 50+ UPF rating which is the highest U.V protection rating available.
PERFORMANCE FIT LYCRA		Body fitted to increase efficiency in the water by reducing drag.
RELAXED FIT LYCRA		A slightly looser fit for more comfort and relaxed wearing.
T-SHIRT FIT LYCRA		A traditional T-Shirt block for maximum comfort and casual look

 **MY BIKINI**

FIT GUIDE

Rip Curl presents a fit system that helps you choose the best bikini for your body type.

SUPPORT



LIGHT SUPPORT

Flirty and fun for an A or B cup and petite frame.



GOOD SUPPORT

Comfort and confidence for an A to C cup.



FULL SUPPORT

Both style and excellent support for a C to D cup.

COVERAGE



BRAZILIAN COVERAGE

Really sexy shape, is gives you a pefect butt shape and an extra length legs look



CHEEKY COVERAGE

A flattering and comfortable shape with a little bit of cheek.



GOOD COVERAGE

A modest fit that looks good on every body.

Rip Curl Leather Wallets Now 100%



**BUILT IN PROTECTION FROM CARD SCANNERS TRYING TO
STEAL YOUR IDENTIFY OR CREDIT CARD INFORMATION**

IDENTITY THIEVES CAN CARRY A SMALL RFID READER IN THEIR POCKETS AND BY SIMPLY STANDING NEXT TO YOU WITH YOUR CREDIT CARD OR PASSPORT IN YOUR POCKET, THEIR READER CAN DOWNLOAD ALL YOUR CREDIT CARD DETAILS AND PERSONAL INFORMATION. WITHIN AN INSTANT YOUR PERSONAL DETAILS CAN BE STOLEN AND USED FOR CRIMINAL PURPOSES.

*Premium Stylish Leather Wallets
With A Technical Point Of Difference
And Unique Selling Proposition.*

UNIQUE SELLING PROPOSITIONS

Unique Selling Propositions (USP's) are key drivers in our product make up to give us differentiation from our competitors both in surf and non surf markets. These are technical innovations to give a product a unique edge to increase the customer's interest to purchase over similar generic items. Below is a list of Rip Curl's Equipment current USP's.



F-LIGHT

- Super lightweight, adaptable and versatile.
- Strong and durable that will stand up to the demands of travel.
- Pack lighter, take more, no excess charges.



TOUGH BASE BACKPACKS

- 5 X stronger than regular fabric.
- Hard wearing protective base.



HYDRO PROTECH

- Water resistant coated polyester.
- Water resistant premium full grain vegetable tanned leather.
- Protects from from the elements, day and night.



RFID WALLETS

- Built in protection from card scanners trying to steal your identity or credit card information.
- Available on leather wallets.

WETSUIT STATEMENT

IT'S THE LENGTHS WE GO TO THAT MAKE THE DIFFERENCE

Rip Curl prides itself on the quality of product that we deliver to the market. Products must perform for the user in the manner that it was designed and nothing pleases Rip Curl more than introducing new technologies or intellectual property that improves function and performance beyond current standards.

In many ways, it is the lengths that Rip Curl go to that make the difference in what we offer our customers. Some of these include:



1. INNOVATION

Rip Curl has introduced more developments in surf wetsuits than all other surf brands or manufacturers combined.



2. RESEARCH & DEVELOPMENT

Rip Curl undertakes the most extensive and advanced R&D program in surf wetsuits.



3. MANUFACTURING FACILITIES

Rip Curl owns state of the art manufacturing facilities and has developed extensive techniques and procedures to ensure that Rip Curl makes the ultimate surf wetsuits.



4. PRODUCT TESTING

Rip Curl will only release wetsuits to market once they have completed and passed our stringent product-testing program and comply with our high performance standards.

5. BY SURFERS FOR SURFERS

Rip Curl wetsuits are made by surfers for surfers.

6. WARRANTY

Rip Curl runs the longest warranty on the market,

- 3 years on stitches
- 1 year on all other materials

WETSUIT CLINICS

LEADER IN TECHNOLOGY - *Get into the product features*

NEOPRENE

- **E5 FLASH LINING** : 25% more stretch, faster drying time, lighter.
- **E5** : Our premium high stretch neoprene, lighter than E4.
- **THERMOFLEX** : Combination of Freeflex and Thermo Lining - Stretch and warm.
- **FREEFLEX** : E4 handfeel - 100% stretch.
- **ULTRALITE** : Warmth and durability.

STITCHES

- **GBS** : Glued and blind stitched - Waterproof seam.
- **FLATLOCK** : Summer stitch.
- **E-STITCH** : Lightweight, super stretch seam construction.

TAPING

- **E5 FLASH LINING TAPE** : 25% more stretch, faster drying time, lighter tape.
- **E5 TAPE** : more stretch than E4 tape.
- **AQUABAN +** : New improved liquide tape with slimline bead and more stretch.

ZIP

- **ZIP FREE** : Designed for easy on and off-Specifically engineered for function and ease of use.
- **CHEST ZIP** : Best stretch in paddling areas - No water entrance.
- **BACK ZIP** : Adjustable collar - Wider entry.

SERVICE - *Best service in the industry*

• LONGEST WARRANTY

- 3 years on stitches
- 1 year on all other materials
- 1 year on Aquaban liquid tape
- 3 months on accessories

• MANUFACTURING FACILITIES

- Own After Sale Service Work Shop
- Specialist Team
- Over 40 years of experience

• FASTEST SERVICE

- All Wetsuit are repaired in 48 hours
- Only 2% return rate all over Europe

FEATURES & BENEFITS



E5 FLASH LINING
25% more stretch, faster drying time, lighter, lower profile. E5 Flash Lining takes cold water surfing wetsuit to a new level of performance.

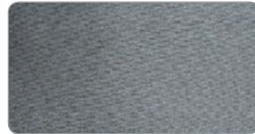


LIQUID MESH PANEL
Exclusively developed by Rip Curl, premium high stretch, lightweight and warmest mesh panel.

RIP CURL WETSUITS ARE CONSTRUCTED USING AN EXTENSIVE RANGE OF TECHNOLOGIES AND MATERIALS OFFERING THE BEST IN QUALITY, PERFORMANCE, AND WARMTH.



E5 NEOPRENE
Our premium high stretch neoprene, lighter than E4.



THERMOFLEX NEOPRENE
Combination of Freeflex and Thermo Lining - Stretch and warm.



FREEFLEX NEOPRENE
Specially developed super stretch neoprene to maximize performance while maintaining durability.



ULTRALITE
Warm, durable neoprene with soft hand feel.



E5 FLASH LINING TAPE
25% more stretch, faster drying time, lighter tape.



E5 TAPE
More stretch than E4.



AQUABAN PLUS
New liquid tape technology with slimline bead for added stretch and flexibility.



E-STITCH
Lightweight, super stretch seam construction



GLUED & BLIND STITCHED
Triple glued, double stitched seam does not fully penetrate neoprene allowing for a high stretch, high strength, water sealed seam.



FLATLOCK
Overlaps two pieces of neoprene with a six-needle stitch for a breathable, durable seam.



STITCHLESS UNDERARMS
Seamless and stitchless underarm panels maximize movement and provide ultimate flexibility.



ZIP FREE
Zip Free technology offers light, unrestricted performance and efficient design for maximum stretch, warmth, and comfort.



CHEST ZIP
Easy top-entry system with lightweight zipper for chest-zip closure.



LOCK SLIDE DESIGN
Adjustable shock chord closure system in chest-zip and zip-free suits to help prevent flushing in chest.



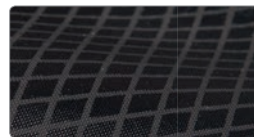
SHOCK CORD WAIST
Barrel lock cinch system that provides easy access waist adjustment.



STRESS POINT TAPED
Added to high-stress points for increased strength and durability.



DRAINAGE SYSTEM
3-hole drainage system allows water to drain easily from chest panel.



MESH SKIN
Smooth mesh panels that absorb solar heat and reduce wind chill.



S-FLEX KNEE
Highly flexible kneepads allowing maximum movement and lasting durability.



BATWING SYSTEM
Provides barrier between back-zip and body to minimize leakage and flushing.



OFFSET ZIPPER
Offset zipper design overlaps, minimizing leakage.



BLUE STEEL SEALED ZIP
Water resistant steel head zipper with engineered overlapping teeth and urethane coating.



HYDRO-LOC COLLAR
Neoprene neck collar designed to minimize leakage and effectively hold up batwing.



MAGNETIC STASH POCKET
Magnetic Stash Pocket with key loop holds stash pocket securely shut.



STASH POCKET
Built in pocket with key loop for key storage.



MENS UV TEES

Gabriel Medina



ULTIMATE SUN PROTECTION

LAB TESTED AND APPROVED

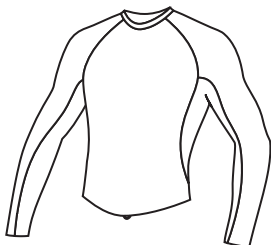
Not all UV protection garments are the same. We ensure that all our materials are laboratory tested and certified as having a 50+ UPF rating which is the highest UV protection rating available.

Without this constant testing and certification materials can vary in their sun protection qualities because of fabric weight, weave and colour.

RANGE OF FITS



Performance Fit: Body fitted to increase efficiency in the water by reducing drag.



QUALITY MATERIALS

The highest quality materials are utilized in the construction of Rip Curl's UV Tee range. Because fabric weight, weave and colour can vary in their performance properties and sun protection qualities, constant testing means we can certify the quality of all the materials we use.



Relaxed Fit: A slightly looser fit for more comfort and relaxed wearing.



CHLORINE FRIENDLY

The pool is a great place to use Rip Curl UV Tees. Chlorine is a strong chemical that jeopardises the integrity of the elastane in the garment. Rip Curl now offers selected garments in Chlorine Friendly material, which will keep their structure, shape and performance even when worn in Chlorine swimming pools.



T-Shirt Fit: A traditional T-Shirt block for maximum comfort and casual look

