

Rip curl : 25 anniversary / words by

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Description

It's about a surfing philosophy which by and large seems to have been forgotten. Surfing has always struggled to avoid definition. What defines a sport which has so many dimensions? Rip Curl has sought to be represented by different aspects of the surfer, in his or her many moods while maintaining the bottom line of great surfing and quality equipment. Rip Curl is perceived by the surfing world as a "grass roots" surf company. For better or worse we didn't capitalize on the expansionism of the 80s. As a result, Rip Curl had an easier time than some when the free ride was over and profits fell.