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DO NOT REMOVE





THE STORY SO FAR.....

Santa Cruz has been an industry-leading manufacturer of board sports lifestyle hardware and apparel for over 40 years. Established in 1973, Santa Cruz defined a generation with eye-popping graphics and innovative products that resonated with tastemakers, professional riders and younger generations alike.

Through the visions of legendary artist Jim Phillips our graphics have become some of the most iconic and recognizable in board sports history. Located south of San Francisco along the coast of Monterey Bay Sanctuary, Santa Cruz is a Mecca for Skate and Surf culture and we've been here to define the look and feeling of these sports since the beginning.

The appeal of this California lifestyle extends beyond geographical boundaries appealing to veteran enthusiasts who have been loyal fans for many years, to the young kids, drawn to us by the visceral connection to our art, style and authenticity.

The Santa Cruz brand continues to innovate, fascinate and push the envelope within the boardsports and streetwear markets ready to inspire the next generation. The apparel line has developed year on year building its foundation upon the brand's unparalleled heritage and rich graphic archive while continually drawing inspiration from its Californian subculture roots and the evolving world around us.

The story continues.....



SC Utility

SCB

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Thrift Store Classic Collection

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SC Classic Collection

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Logo Line

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Products with this icon are to be used specifically for global marketing and promotion (magazine advertising, online banners, point of purchase material)



serape

SERAPE CAP (ACS)
 5 Panel corduroy cap, all over printed, metal eyelets
 and leather label branding
 Sizes - one size



Merch w/ shirt



chilli tie dye

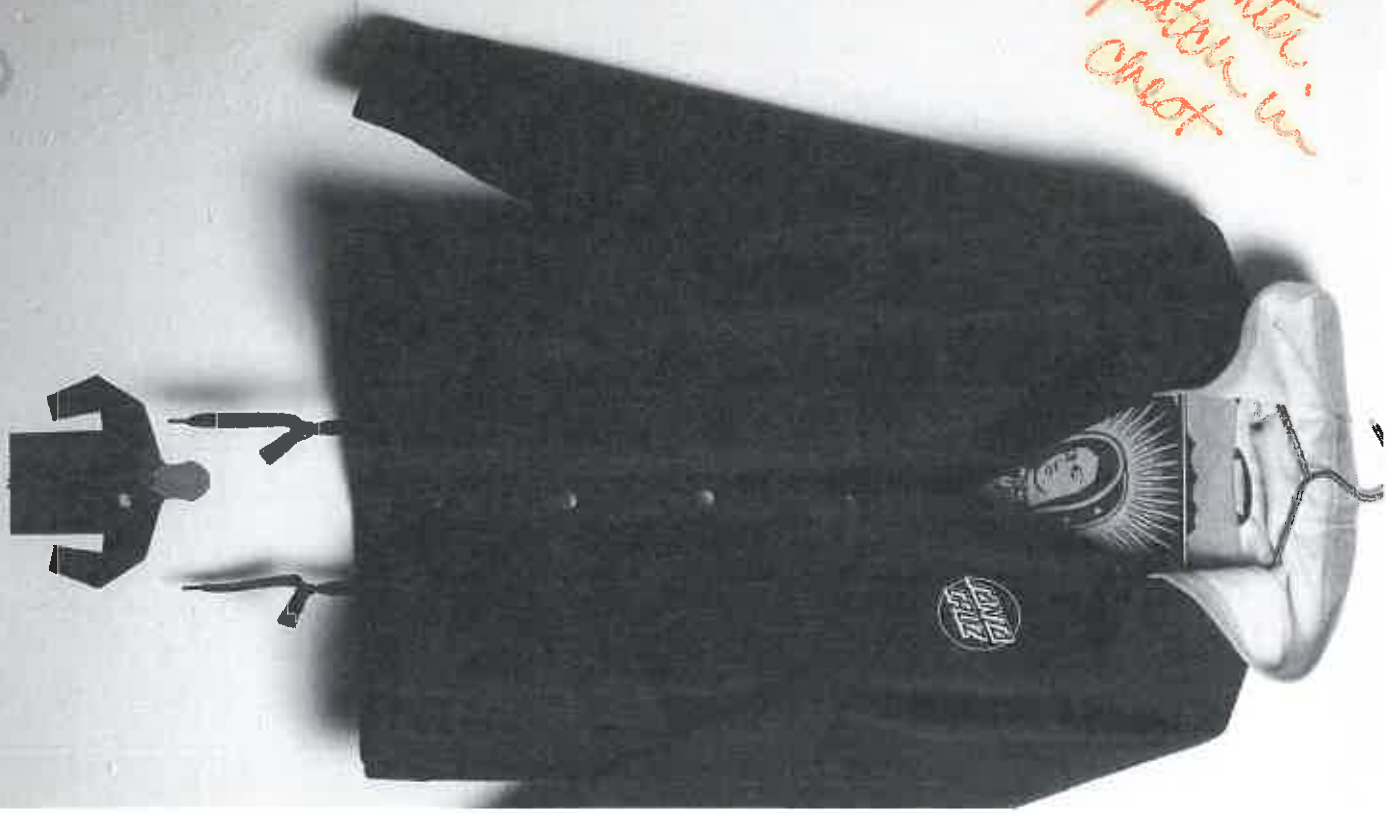


charcoal tie dye

TIE DYE DOT CAP (ACT)
 Trucker style, mesh back cap with snap fastening,
 all over tie dye with front logo print
 Sizes - one size



Center patch in chest



black

JESSEE COACH (JK)
 Zip & snap coach jacket with jersey lining and hood, lower twin pockets, inside chest pocket, drawcord at hem. Print at inside lining, logo scout badge at chest
 Sizes - s, m, l, xl



ABBOTT (S/A)

Regular fit long sleeve overshirt with sherpa lining, chest pocket with logo print, large logo back print, logo buttons
Sizes - s, m, l, xl, xxl



cord check



blue check



MURDER

CONCAVE

TUFLITE

ECS

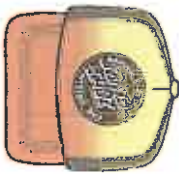
 M	 L	 XL
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OK



pool fade



custard fade

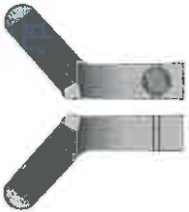
MFG FADE CAP (ACM)
Trucker style, mesh back cap with snap fastening, dip dye effect with printed logo
Sizes - one size



bad bill



pool fade



vintage black fade

DOT FADE SOCK (ASD)
Long sock with dip dye & logo, single pack
Sizes - one size



fade
mugger



vintage black fade



pool fade

MFG FADE BEANIE (ABM)
100% Acrylic, dip dyed showman style beanie with felt badge branding
Sizes - one size

SANTA CRUIZ
LOGO LINE





white/black



black/blue

CLASSIC DOT CAP (ACC)
Trucker style, mesh back cap with snap fastening, printed logo
Sizes - one size



mint green



dark heather



swedish blue

STRIPKNOT BOBBLE (ABST)
100% Acrylic beanie with bobble and jacquard knit branding
Sizes - one size



indigo/orange



black/mint green



swedish blue/tomato

MIF ORIGINAL CAP (ACMF)
Snap back twill cap, all over print, embroidery & printed underbill
Sizes - one size

this beanie sucks



mint green



black



swedish blue

REVERSE DOT BEANIE (ABRE)
100% Acrylic fine knit skull beanie with oversize printed branding
Sizes - one size

No fill in the "C"



black



dark heather

CLASSIC DOT BOBBLE (ABC)
100% Acrylic beanie with bobble, twin stripe jacquard and badged branding
Sizes - one size

Peri!

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