

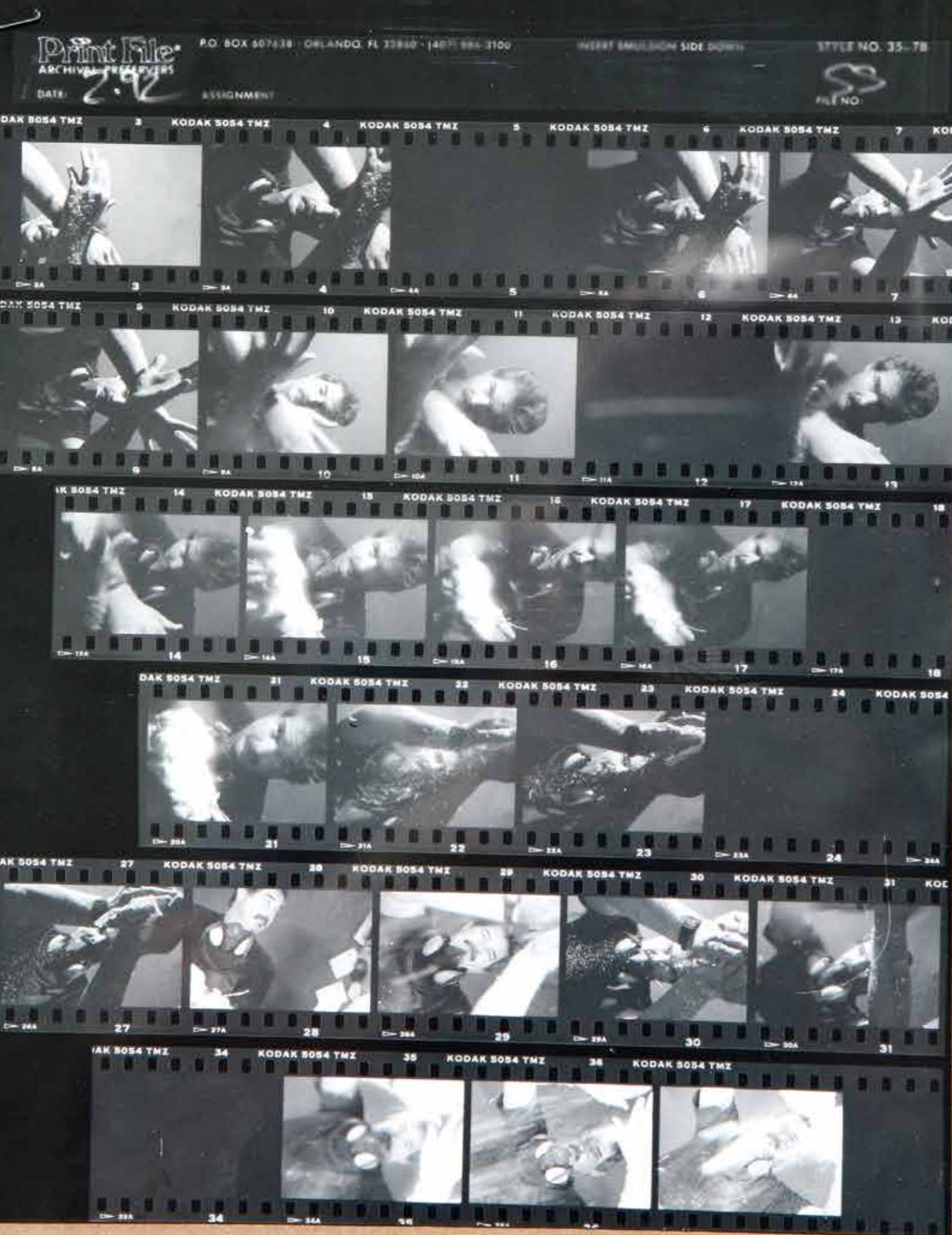


THE



BIBLE

R U S T Y



RUSTY HISTORY

Rusty is a man. Or, at least, it began as one man.

LA-born Rusty Preisendorfer (b.1953) moved to La Jolla, San Diego, as a thirteen year old, got turned onto one of California's best waves, Blacks, got good, got sponsored and learned to shape.

As Rusty's surfboard sales grew, and became globally recognized as one of the best surfboard manufactures in the world. A small line of tee's and boardshorts started to snowball into something bigger.

Rusty clothing soon became bigger than the boards. A company with a big presence and a big personality, Rusty is irreverent and constantly pushing the boundaries from a board sport and fashion standpoint.

Whilst the brand is true to its surfing roots, its forward focused product (and history in skate and snow) allows Rusty not to be pigeonholed as 'just surf', attracting a variety of different subcultures towards the brand, in turn allowing for greater growth potential and ensuring the brand never appears illegitimate within any one given culture.

Within the Global surf market the majority of the brands will attempt to anchor themselves to a key attribute of surf, skate or snow culture in an attempt to appear legitimate and credible amongst their target Customers. In Rusty's case, the brands heritage and reputation as one of the worlds leading surfboard manufacturers affords for it's TRUE AUTHENTICITY.

Surfing, Music & Art make up our brands DNA. Remaining modern youthful and progressive has been key to our brands success. Staying on trend and relevant at all times.

The brand has always prided itself on its roster of marquee athletes and brand ambassadors and currently hosts 3 of the IT personalities of the current times being top ten finisher on the world surf league tour Josh Kerr, the best and highest ranked free surfer Noa Deane and Mimi Elashiry who is one of the most famous instagram bloggers within our market.

**WELCOME TO THE NEW
WE ARE RUSTY
WE LOOK LEFT
WE THE WEIRDOOS
WE THE NOISE
WE REINVENT
WE STAY FOOLISH
WE ARE OUR KIND**
THE LIVES OF OUR KIND



NOA DEANE

In an era where the best aerialists see hospital beds on a regular basis, Noa Deane just might have a death wish. The 20-year-old from the Gold Coast Australian is often seen in magazines, and web clips, including the recent Kai Neville film "CLUSTER" launching himself into massive, tweaked-out grabs nearly 6 feet above the lip.

It's this kamikaze approach that has quickly lifted Deane far above the majority of his fellow free surfers—both literally and figuratively. But he wasn't always on track to push the limits of modern free surfing.

"I tried the whole 'QS thing for a little while," says Deane. "I went to China, Newcastle, and Bali, but it just felt super stale. A lot of the time it's not about the person who surfs the best, but about who can hassle for the best waves, and you don't know if you're going to get two chances in a heat. That's all you ask for in a heat, but you never know if you're going to get that."

Feeling disillusioned after his first few 'QS events, Noa booked a ticket to Telo Island in Indonesia, hoping to cut loose in some real waves. The resulting web edit, Radio Friendly, was filled with the kind of make-or-break front side airs that have since become his trademark, and people noticed.

"I started getting asked to go on a bunch of trips," says Deane. "I got invited to Mexico with Dane Reynolds, and France to film with Kai Neville, and I just thought, 'Holy crap, I've got to step it up now.'"

And step it up he did, taking out Surfer Polls "Best Short" for Cheese and scored the finale section in Kai Neville's "CLUSTER".

'THE LIVES OF OUR KIND'





JOSH

KERR

Josh Kerr is currently ranked number 10 on the WSL tour, his thought process about chasing titles is starting to change as his surfing is improving in all aspects, airs, rails, barrels, tactics.

Being on the world tour and actually chasing a world title: "Some people have it, I never really had that thought, that I could be a world champ. I was just more excited to beat those guys that you'd seen coming to town for the Snapper Pro... that was the exciting thing for me. I think within yourself, you're kinda like, yeah, I can beat that guy, and you know who the real tough guys are for your kind of surfing. And especially at each location, there's strengths and weaknesses for everyone... you can't size everyone up, everywhere. I like being a spoiler. But I feel like at the moment, I've really found within myself that I can get up into that world title mix."

It's a cliché of a hash tag, but #gokerry!

"THE LINES OF OUR KIND"

Hailing from Sydney Mimi Elashiry is a self-made model, dancer, TV presenter and hula-hoop enthusiast. Living the life we all wished we had, she has gone from girl-next-door to being one of the most prolific Instagram bloggers of 2015. Her rise to fame has come from her ridiculously good looks, her effortless style and that little thing we call being naturally "cool".

With her following currently over 780,000 and rapidly rising, Mimi's influence and reach is dominating not only Australian audiences but also the globe.

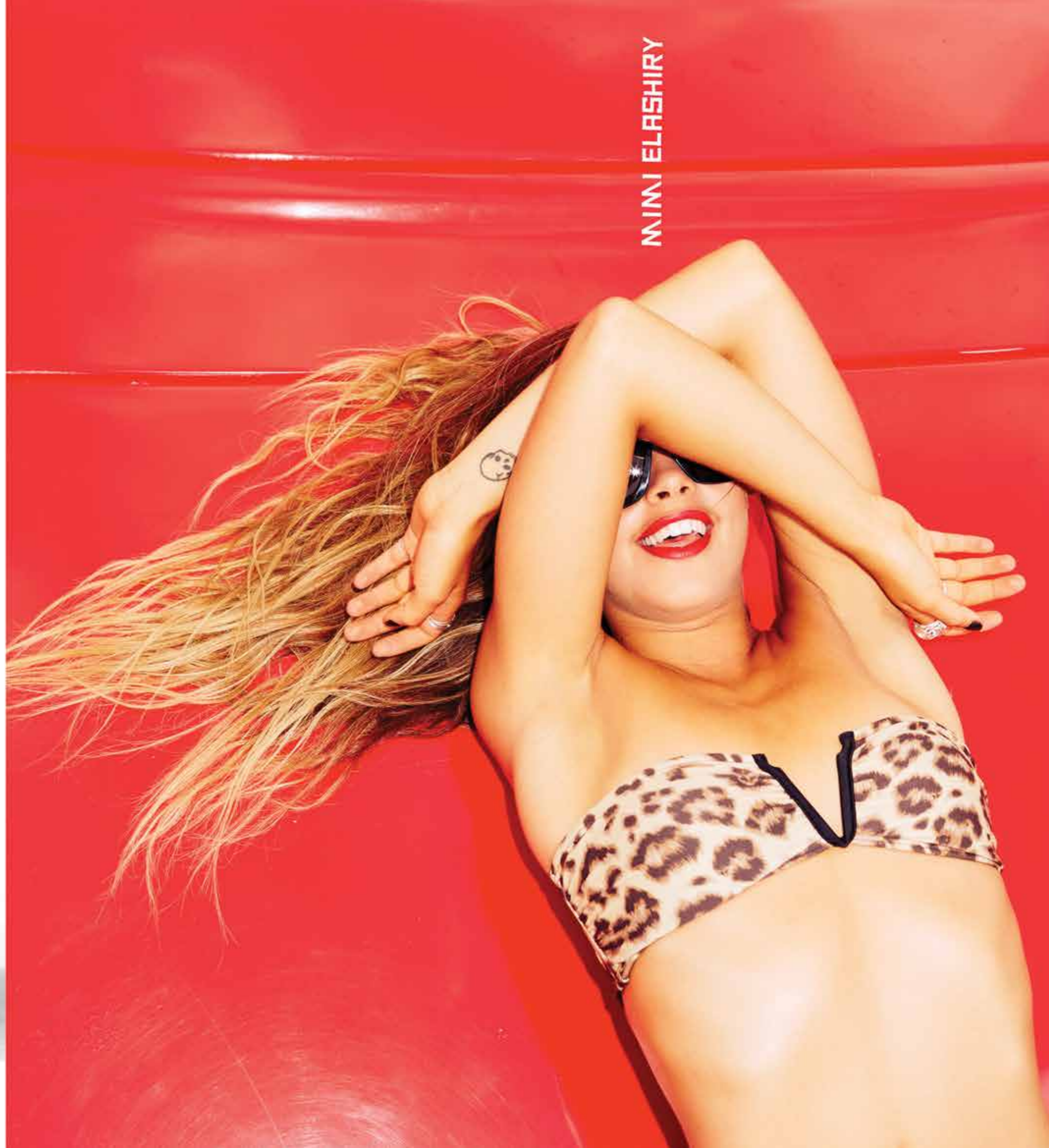
Mimi Elashiry is OUR KIND

@mimielashiry / mimielashiry.com

THE LIVES OF OUR KIND



MIMI ELASHIRY





LYDIA KIRWOOD



19 year old, self-made model Lydia Kirwood is making waves on the Internet with her unique, edgy look. A life of travel, modeling and fashion, she is one girl to keep your eyes on in 2015. Her style is second to none and her Tumblr is a must follow. She is intelligent, has excellent taste in music and has a passion for all things weird and wonderful.

Lydia Kirwood is OUR KIND

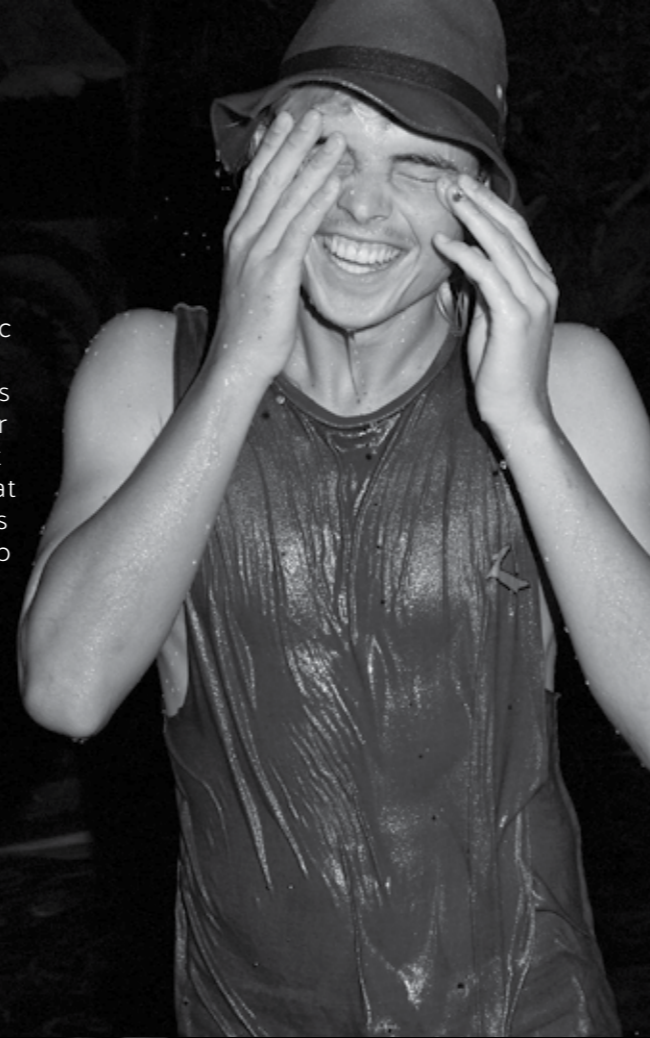
@lydiakirwood / earth-tone.tumblr.com

'THE LIVES OF OUR KIND'

THE RUSTY GUY

He's sitting amongst the pecking order in the line up, he's the one gathering the boys to attend the local music festival, he's the one who adapts to early trends without being a victim. He has a good sense of humor and is always up for a laugh be it hanging jive on his friends or even doing a nudie run to cannon ball into the pool out his mates house party. He has a cool haircut; he shops at thrift stores picking up the odd vinyl or vintage tee. He's no tree hugger but is environmentally aware, will pick up rubbish rather than walk over it.

He leaves a social media foot print, he tags in his location of where he's surfing, skating, rockin out, he doesn't post self motivation sayings he post his good times, empty barrels, the odd shot of himself 2 feet above the lip and makes sure when ever his posse are doing something abnormal and humorous he post that and gives his followers a laugh.



THE RUSTY CHIC

She sits side by side with the Rusty guy, they share similar out looks on life. She's down to earth and approachable, think the girl next door with a few hidden secrets. She has a devout love of the ocean and may surf, yet isn't her chosen lifestyle, beach loving babe and when her man comes in from a surf she will pick his board up and catch a few herself. She is part tom boy, part beach bum, cheeky with a polite smile, open minded and is naturally cool. She's the girl who always has lots of guy friends and hangs in a tight knit group of both genders.




She loves a summer festival, enjoying rockin out, having laughs with her posse and it's a good excuse to wear her bikini out with a pair of cut off denims and some leather boots.

Always scrolling thru the Internet checking the latest blogs, following the "it" instagram bloggers. She has created her own social media foot print posting everything from beach days, summer festivals, her loveable dog, latest purchases and has built enough followers that she gets the odd piece gifted from companies to promote. She stands up for her beliefs and regards her self as an individual, she's got something special about her and people are magnetize towards her, she knows it but doesn't create it and just goes with the flow gives a cheeky wink, loving smile and open arms as everyone is her bestie.



SOCIAL MEDIA

Rusty social media is consistently on the grow and bases its self over Facebook, Instagram, Twitter, Pintrest, Rusty works closely with athletes and ambassadors to help promote product and lifestyle via their channels.

-  [FACEBOOK.COM/RUSTY](https://www.facebook.com/rusty)
-  [INSTAGRAM.COM/RUSTY_AUSTRALIA](https://www.instagram.com/rusty_australia)
-  [PINTEREST.COM/RUSTYAUSTRALIA](https://www.pinterest.com/rustyaustralia)
-  [RUSTYAUSTRALIA.TUMBLR.COM](https://rustyaustralia.tumblr.com)
-  [TWITTER.COM/RUSTYINTL](https://twitter.com/rustyintl)
-  [VIMEO.COM/CHANNELS/RUSTYINTL](https://vimeo.com/channels/rustyintl)
-  [YOUTUBE.COM/RUSTYINTL](https://www.youtube.com/rustyintl)



OUR KIND LIVE IN BOARDIE'S

Rusty has been in the board short game for some time now, we make boardies for surfers not pool ponies. Our board shorts are as technical as the next, how many times can you come up for a word to describe 4 way stretch, water repellent or quick dry materials?

We will let the others try and out tech each other, but we will let you in on a little secret.... Just keep on the down low.... We have some of the most technically advanced board shorts on the market, but we don't blow smoke and we aren't going to enter into the tech war. These days it goes without saying that your boardies need to be high performance, our point of difference is our focus on fits and graphic aesthetics while providing a technical board short that meets and exceeds our competition...

Rusty make Boardies, good boardies the will give you pleasure from 2ft summer days to terrifying 20ft days, boardies that stretch, perform, look good and are comfortable

Our Kind Live in Boardie's



OUR KIND LIVE IN BIKINIS

A lifestyle of living in bikinis means we need to have you covered for all situations and our latest range does just that. Our versatile range is designed to suit the beach babes, wave slaves and pool ponies with traditional bikini shapes, unique prints, innovating textures and intricate detailing.

Within the swimwear realm Rusty has produced a range that is on trend. With fabrics, textures, silhouettes and prints that are exclusive and uniquely Rusty.

One thing we know is that you can never have enough bikinis; we live in them.

*If we're going to the beach, supermarket, to a BBQ, whatever!
If we can get away with wearing bikinis we're gonna do it*

Our Kind Live In Bikinis



“OUR KIND LIVE IN BOARDIES”

The history of Rusty board shorts runs deeper than you think. Rusty is a company that is entrenched in the surf DNA, we are one of the most recognised & prestigious surfboard manufacturer's in the world. The man, the legend, but no myth Rusty Priesendorfer is a surfer & has dedicated his life to shaping boards. Shaping boards was always an excuse for more time in the water or what Rusty calls R & D, never one to let work get in the way of pumping waves.

Rusty has been making boards with the infamous R Dot logo on since 1985 and as Rusty soon discovered on his R & D trips he needed to have a comfortable & durable pair of board shorts as he was getting 3rd degree burns in places that medical practitioners had never seen before. Out of sheer necessity and an abundant of nappy rash cream the board short business quickly followed that of surfboards. In Rusty's eyes you need 3 things to go surfing; waves, surfboards and unless you like to surf 'au naturel' then you need a pair of board shorts.

Rusty has been in the board short game for some time now, we make boardies for surfers not pool ponies. Our board shorts are as technical as the next, how many times can you come up for a word to describe 4 way stretch, water repellent or quick dry materials?

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If you have read the above or just skipped to this part

**RUSTY MAKE BOARDIES,
GOOD BOARDIES THAT WILL
GIVE YOU PLEASURE FROM
ZFT SUMMER DAYS TO
TERRIFYING ZFT DAYS,
BOARDIES THAT STRETCH
PERFORM, LOOK GOOD AND
ARE COMFORTABLE**





PANTS- DENIM

Rusty believes in surfboards that feel alive and clothes that reflect our kind of lifestyle. With pants and denim as the cornerstone of our brand Rusty merges classic looks with a modern design aesthetic to create modern classics that can be worn by anyone, anytime...

MISSING PANTS



- MY SPRAY-ON DENIM IS MISSING
- WILL ANSWER TO GEORGE
- WILL REWARD IF FOUND

FOUND CAT



NAME SAYS GARY????
WONT STOP FOLLOWING ME AROUND
LOVES TO RUB AGAINST MY PANTS
WILL REWARD IF YOU COME GET HIM
PH# 0406 94 92 11

HAVE YOU SEEN MY PANTS



they are sick!
I got them...

HAVE YOU SEEN



GARY????
LAST SEEN THIS MORNING
LOVES TO RUB AGAINST MY PANTS
WILL REWARD IF FOUND
0406704767

HAVE YOU SEEN



-MALE, NO COLLAR
-NOT WHITE BROWN @
-LOVES RUBBING AGAINST MY JEANS

HAVE YOU SEEN MY PANTS

MISSING PANTS



- MY SPRAY-ON DENIM IS MISSING
- WILL ANSWER TO GEORGE
- WILL REWARD IF FOUND

MISSING DENIM



my beloved 'Indi slims' have
somehow escaped. I miss them
any info please get in touch.
0412 278 939

FOUND CAT



NAME SAYS GARY????
WONT STOP FOLLOWING ME AROUND
LOVES TO RUB AGAINST MY PANTS
WILL REWARD IF YOU COME GET HIM
PH# 0406 94 92 11

HAVE YOU SEEN MY PANTS



- VERY FIERCE, do not approach!
- please call 0406 704 767

HAVE YOU SEEN



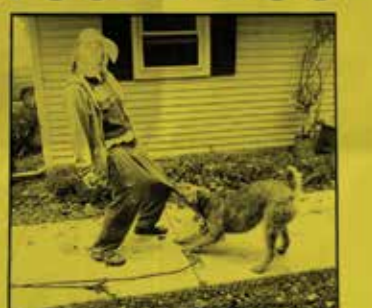
GARY????
LAST SEEN THIS MORNING
LOVES TO RUB AGAINST MY PANTS
WILL REWARD IF FOUND
0406704767

HAVE YOU SEEN MY PANTS



COMING AUTUMN 2016...
• EXTENDED RISE
• STRETCH DENIM
• TAPERED LEG

FOUND DOG



Now we are bros, so he's staying.
Don't call, don't make it weird

MISSING DENIM



my beloved 'Indi slims' have
somehow escaped. I miss them
any info please get in touch.
0412 278 939

HAVE YOU SEEN MY PANTS



COMING AUTUMN 2016...

HAVE YOU SEEN MY PANTS



- VERY FIERCE, do not approach!
- please call 0406 704 767

HAVE YOU SEEN MY PANTS



RUSTY
#HAVEYOUSEEN

MISSING PANTS



- MY SPRAY-ON DENIM IS MISSING
- WILL ANSWER TO GEORGE
- WILL REWARD IF FOUND



R U S T Y
#HAVEYOUSEEN

HAVE YOU SEEN

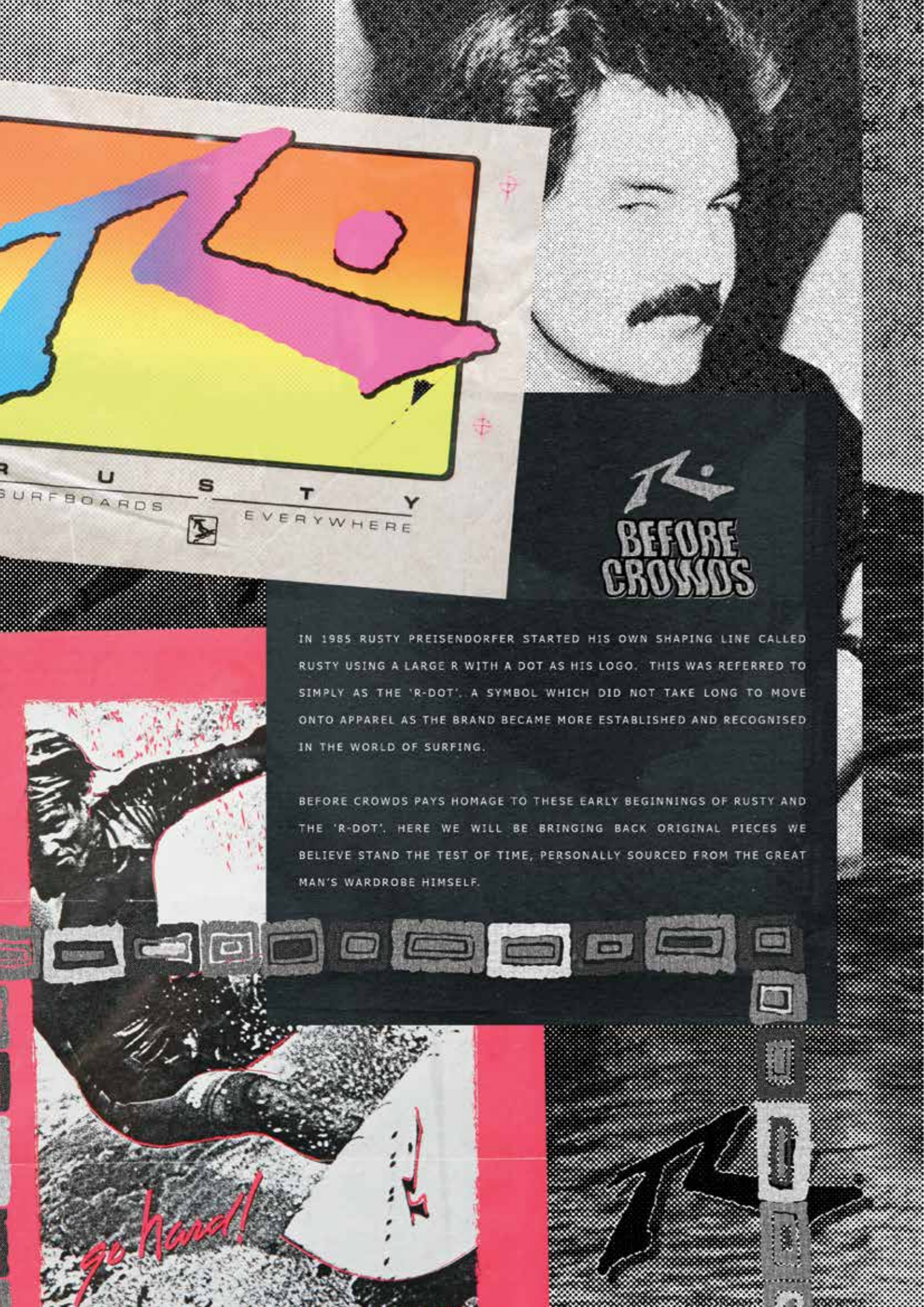


GARY????
LAST SEEN THIS MORNING
LOVES TO RUB AGAINST MY PANTS
WILL REWARD IF FOUND

0906704767



R U S T Y
#HAVEYOUSEEN



IN 1985 RUSTY PREISENDORFER STARTED HIS OWN SHAPING LINE CALLED RUSTY USING A LARGE R WITH A DOT AS HIS LOGO. THIS WAS REFERRED TO SIMPLY AS THE 'R-DOT'. A SYMBOL WHICH DID NOT TAKE LONG TO MOVE ONTO APPAREL AS THE BRAND BECAME MORE ESTABLISHED AND RECOGNISED IN THE WORLD OF SURFING.

BEFORE CROWDS PAYS HOMAGE TO THESE EARLY BEGINNINGS OF RUSTY AND THE 'R-DOT'. HERE WE WILL BE BRINGING BACK ORIGINAL PIECES WE BELIEVE STAND THE TEST OF TIME, PERSONALLY SOURCED FROM THE GREAT MAN'S WARDROBE HIMSELF.



Metal ALOHA

Welcome to METAL ALOHA.....Now GO HOME.

METAL ALOHA is a juxtaposition of two elements being seen together to create a contrasting effect

Our Surf culture's existence is the essence of juxtapositions, with a party all night and surf all day attitude. To surf the gnarliest death defying waves you can.... With a smile. Surfers want to be rock stars & rock stars want to be surfers, it's these opposites that attract and make surfing so unique.

The METAL ALOHA collection encompasses heavy METAL music with the Hawaiian ALOHA spirit; combine the two and you have a fresh direction that hasn't been seen before.

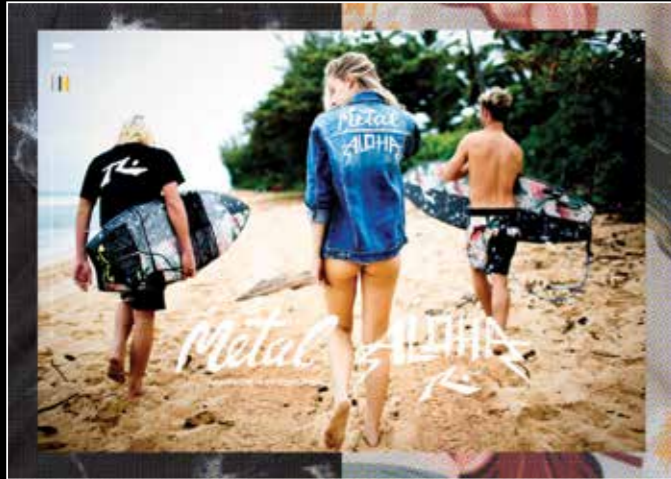
METAL ALOHA is a new initiative from Rusty being launched for Spring 2015 and will evolve season- to- season with the main product focus being board shorts & swim wear. This vision will also guide our other product categories as we look to present a story that is uniquely Rusty.

METAL ALOHA is going global with a simultaneous world- wide launch, it will be Rusty's primary marketing direction encompassing all print, social media and instore mediums.

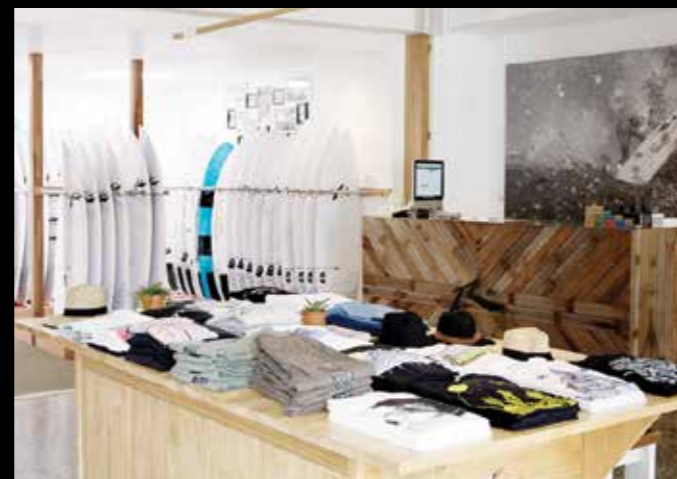
Think hula girls shuffling their hips to Metallica's Kill Em All album.

METAL ALOHA is going make some Fu#kin noise, politely.





STORES



MAIN FOLDING TABLE: Highlighted Seasonal Product, mixture of garments, accessories, or highlight a surfboard.



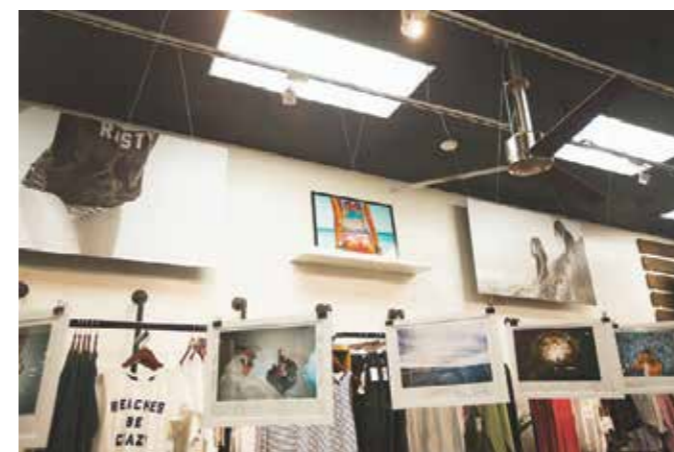
MAIN FOLDING TABLE: R Dot logo cut outs at both ends



LADIES AREA: Flatlay Folding Table and Wall Racking



HIGHLIGHT WALL: Product feature wall.



WALL RACKING AND INSTORE IMAGERY



HIGHLIGHT WALL: Product feature wall.

Noa Deane's latest the "Sista Brotha" is developed from his free-surfing travels. This performance shortboard excels in conditions from beach breaks to point breaks. The Sista Brotha features, a single to a double concave, moderate entry rocker and a low tail rocker with a fuller rail, making this a lively board that allows Noa to execute his arsenal of manoeuvres without thinking twice... Sista Brotha from Noa Deane



RUSTY.COM

#OURRIND

RUSTY_AUSTRALIA



RUSTY




R U S T Y

RUSTY.COM
#OURKIND