

VISIT
LAGUNA
Beach

CALIFORNIA  ORIGINAL

OFFICIAL
VISITORS GUIDE
2018 - 2019



SURF SHOPS A-Z

YOU'LL FIND EVERYTHING YOU NEED TO LIVE THE WAVE-RIDER LIFESTYLE RIGHT HERE IN LAGUNA BEACH.

When the first surfers took to the waves on longboards for the inaugural Brooks Street Surfing Classic in 1955, a sea change was coming for surfboards. The following decade would see boards begin to transition from wood to polyurethane foam, and then, in the late 1960s, shortboards would gain immense popularity.

Today, shortboards, longboards, paddleboards and skimboards all share Laguna's waves. The unending quest by surfers to build a better device for riding waves has transformed board-building from a garage endeavor to a multibillion-dollar industry and Laguna's surfers, shapers and crafters have always been on its cutting edge.

Indeed, Laguna's rich history as a surfing mecca often intertwines with its artistic roots. For years, surfer artists have designed T-shirts for the Brooks Street contest, and some surf shops in town have looked to local artistic talent to decorate their walls and design their products.

Laguna's surf shops all have different stories to tell. Below, we've rounded them up, from A to Z. Of course, they all have a shared goal of helping people get into the water and connect with the ocean, as do the surfing instructors in town.



RICKY MILLER



Greenup builds custom surfboards and paddleboards, does repairs and provides board rentals and lessons. In addition to selling surfboards, paddleboards and skimboards, the store also provides apparel and accessories. Items like trucker hats, T-shirts, boardshorts and sunglasses round out the shop's offerings. When Greenup isn't helping others choose their perfect board, his favorite place to hit the waves is Rockpile Beach. "That's my home base, where I kind of grew up surfing," he says. (949- 497-1423; casurfnpaddle.com)

CATCH SURF

Catch Surf opened its doors in North Laguna last year, selling surfboards, accessories and apparel. The company was founded as a

THIS PAGE, LEFT: LAGUNA BEACH RESIDENT TYLER STANALAND ON CATCH SURF'S LOCALLY MADE WOMPER BOARD; RIGHT: INSIDE CA SURF N PADDLE; OPPOSITE PAGE, LEFT TO RIGHT: HOBIE SURF SHOP; R WORLD SURF & SKATE; QUIKSILVER

BILLABONG LAGUNA

Founded in the 1970s, Australia-based Billabong now has hundreds of stores and dealers throughout the world. Its Laguna Beach location, previously known as Second Reef Surf Shop, was recently remodeled. It showcases Billabong's diverse Lab collection, which brings together inspirations

of modern surf culture: artists, designers, musicians, surf icons and more. Lab curates and collaborates to create premium collections; the first highlighted renowned artist Andy Warhol. (949-715-7732; billabong.com)

CA SURF N PADDLE

At CA Surf N Paddle, owner Rod

surfboard manufacturer in 2007 by George Arzente, a transplant from New York who moved to Laguna to pursue the surf lifestyle. The company's first boards were designed by industry legend Tom Morey, who grew up in Laguna Beach and invented the bodyboard in the early 1970s, and the surfboard line has grown from there. Catch Surf also sells its own men's apparel line that includes hoodies, boardshorts, T-shirts, hats and more. (949-715-7828; catchsurf.com)

HOBIE SURF SHOP

Hobie Alter made his name in the industry as an inventor and entrepreneur, making balsa wood boards in his garage. He opened his first shop, Hobie Surfboards, in 1954 in Dana Point, later opening a store in Laguna Beach. Often credited for inventing polyurethane foam surfboards in the late 1950s, he later created Hobie Cat catamarans. He died in 2014 at the age of 80, but his surf shops still carry on the legacy of a man who was an integral part of the surf industry for decades. Now, following a recent expansion and renovation to the flagship store on Forest Ave., the new space comprises the original truss ceiling, reclaimed wood floors, a brand-new sales counter, upgraded lighting and surfaces, as well as art and products from local vendors—all of which work together to create a "cultural hub" for the community. The store, which has

been in operation for 40 years, will continue to partner with San Clemente-based Surfing Heritage Foundation to incorporate the history of surfing and its significance in beach towns such as Laguna. (949-497-3304; hobiesurfshop.com)

LAGUNA SURF & SPORT

The city's oldest surf shop, Laguna Surf & Sport opened as a small, independent store in 1982, located in what was previously the Oak Street Surf Shop building. After Volcom purchased the landmark shop from longtime owner Eric John in 2008, John came together with the manager and another partner to buy back the store in 2016, so it is now under local, independent ownership again. The store sells surfboards, skateboards, accessories and a variety of surf-inspired clothing, including Volcom products. Throughout its history, it has been a strong sponsor of some of the world's best surfers, and also offers surfing lessons. (949-497-7000; surfandsport.com)

LANDMARK SURF CO.

Landmark Surf Co. opened under its name in 2016. Previously a Rusty surfboard brand flagship store, Landmark calls itself a "contemporary surf shop that fuses our love for surf, music and fashion." It carries a variety of men's and women's clothing brands to help

dress and accessorize every surf aficionado. Its own brand includes T-shirts, flannels, boardshorts and more. You'll also find organic skin care products for men and women, eco-friendly candles and watches at this shop. (949-494-8585; landmarksurf.com)

QUIKSILVER

Founded as a boardshort-maker in Australia in 1969, Quiksilver grew exponentially over the years into the multibillion-dollar company it is today. In addition to its still-popular boardshorts, the brand offers everything from surfboards and snowboards to clothing, accessories and more at its stores around the world, including Laguna Beach. Quiksilver sponsors surfers and other board-riding athletes, and is a major name on the professional surfing circuit. (949-376-0245; quiksilver.com)

RIP CURL

Australian company Rip Curl started as a surfboard-maker in 1969. Shortly after, it began making wetsuits. Today the company, which is a major sponsor of both athletes and surfing competitions, sells a large variety of wetsuits for men, women and kids. Its clothing line includes everything from boardshorts to bikinis and fleece to flip-flops. Rip Curl also specializes in waterproof watches that seamlessly go from the sand to the sea. (949-715-4885; ripcurl.com)



MORE RESOURCES FOR LAGUNA WATERSPORTS

PADDLEBOARDING

La Vida Laguna (949-275-7544; lavidalaguna.com)

Bliss Paddle Yoga: paddleboard rentals as well as lessons and tours, including yoga atop a paddleboard (949-529-4242; blisspaddle yoga.com)

SUP to You: paddleboard rentals delivered to you (949-715-7300; suptoyou.com)

SURFING LESSONS

La Vida Laguna (949-275-7544; lavidalaguna.com)

California Surf Experience (949-532-7277; californiasurfexperience.com)

Dan Surf (949-395-8517; dansurf.com)

Soul Surf (949-637-0463; soulsurfschool.com)

MULTIPLE SPORTS

Goff Tours: rentals, surf lessons, standup paddleboard lessons and tours (949-715-4120; gofftours.com)



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RWORLD SURF & SKATE

Enter RWorld Surf & Skate and you'll see a great example of a store where art and the surfing vibe meet. Founded by Clay Huntington, who owns and runs a surfboard manufacturing factory in San Clemente, the shop features a mural made from a photo of the factory floor. RWorld sells surfboards, skateboards, clothing, ocean-inspired art and exclusive jewelry designed by Huntington's wife, Kristen. In fact, the entire family is involved with the business. In addition to Clay and Kristen, the Huntington children work in designing products and managing the board-riding teams. (949-715-8953; rworldsurfing.com)

THALIA SURF SHOP

Founded in 2001, Thalia Surf Shop specializes in offering small and independent brands to the surfing community. It carries hard-to-find surfboards, vintage clothing, Japanese wetsuits and other unique items. Artwork—including from local artists—music, books, magazines and vintage pieces that fit the flavor of the store, can also be found. Thalia also offers private and group surfing lessons. Perhaps not surprisingly, Cocores' favorite surf spot is his store's namesake, Thalia Street Beach. (949-497-3292; thaliasurf.com)

TOES ON THE NOSE

Toes on the Nose began its story with clothes designed by surfers for surfers. Today, it still honors its surfing roots, but also carries clothing that nods to the overall casual Southern California lifestyle. It features a men's collection that includes hats, boardshorts, walk shorts, performance wear, outerwear and accessories. Women will find a variety of apparel like hoodies, T-shirts, tank tops, shorts and more. The kids collection includes hats, T-shirts and boardshorts. (949-494-4988; toesonthenose.com)

VICTORIA SKIMBOARDS

Founded in 1976, Victoria Skimboards, located in Laguna Canyon, manufactures and sells boards for everyone from beginners to pros. Victoria sponsors a team of some of the world's best skimboarders and this year will hold its 42nd annual skimboarding contest, The Vic, on Aug. 19 and 20 at Aliso Beach. In addition to its well-known skimboards, Victoria sells logo tees and accessories like travel bags and wax. Victoria offers private and group lessons and skimboarding summer camps for children ages 6 and up (both beginner- and intermediate-level riders) will be taught by professional and amateur riders throughout the summer. (949-494-0059; ocean.victoriaskimboards.com)

TREASURE HUNTING

FROM BOHO-CHIC TO AUTHENTIC BEACH-WARE, UPSCALE CASUAL, AND HIGH-END CONSIGNMENT, LOCAL STORES EMBODY A CALIFORNIA VIBE BORN OUT OF LAGUNA BEACH.



ABOVE: BEACH BRELLA'S UNIQUE UMBRELLAS; BELOW: SEEA'S SAYULITA DESIGN BATHING SUIT

MADE IN LAGUNA

Laguna Beach residents may temporarily move away to study fashion and design, but they return to the place that has inspired them to create shops that offer their special take on SoCal style.

A relative newcomer, Shelley Arends, a local beach-lover and dedicated surfer, created premium, boutique, handmade and hand sewn **Beach Brella** umbrellas that brighten up the beach and offer 100 percent UV protection. Locals swear by these “modern-vintage chic” shades, and new styles for 2018 include the fun fringed Seaview using Shabori tie dye. Find them at **Hobie Surf Shop** and **The Shop Laguna Beach**.

If you're into big beach towels, look for **Ruby Mint**, an oversized, luxurious towel in bold playful prints. The beach loving owner and mom, Erin O'Neil (the company is named for her daughter, Ryan Ruby), has created one-of-a-kind designs in high quality cotton. Check out the Hathaway, Townsend and Waterford for 2018. Available at The Shop Laguna Beach and **Laguna Supply**.

After a day in the sun, stop by **Thalia Surf** shop where you can pick up T-shirt's designed by local artists such as Laguna Beach surfer and shaper Tyler Warren. For female surfers who struggle to balance style with functionality, discover a range of **Seea** bathing suits which are locally crafted, right down to the famous breaks they are named after. Even the hang-tags are handmade and complete with a hair band for your next surf session.

With a story behind every design—they've been seen on everyone from Rihanna to rapper Snoop Dog to supermodel Gisele Bündchen—the Laguna Beach-based **Goldsheep Clothing** asks you to embrace your

individuality with a pair of their one-of-a-kind leggings. Designer Keri Wilson has turned pop art into fashion with loud prints overlaid with flamingos, lemon slices, pots of gold and even “The Bachelor” Ben Higgins. New for 2018 are leggings with a retro pool party vibe with radiant pop prints including rainbows, ice cream and bright pool floats.

Want some down time after a day at the beach? Or are you searching for some perfect take-home gifts? **Laguna Candles** offers hand-crafted candles for every mood. Founder Sharie Hendricks create sustainable, ecologically-sound candles in collaboration with a master perfumer. Bring home one of the custom hand-blown glass vessels in the Heirloom collection that are refillable and reusable, or try Laguna Paradise, their most popular scent, to ensure memories of Laguna linger on and on.

Vacation packing can be tricky and having a versatile wardrobe including jewelry helps. If you want to move seamlessly from beach to town, day into night, locally designed **gorjana** jewelry hits the spot. The Laguna adjustable necklace styles from high to low, lariat to choker, simple necklace to delicate statement piece. And for a more personal piece, go for the bespoke range with space for personal engravings.

Soul Project is where local artists and art projects come together. An apparel company with purpose, Soul Project was created in Laguna Beach and their selection of graphic “printables” are fun, often thought provoking and include hats, T-shirts and accessories for adults and kids alike. They support local artists, stationery, and even “hot sauce” from local eatery, Coyote Grille.

Local artist Steve Adam translates his passion for the beach onto canvases, skateboards and surfboards using mixed-media, textures and novel techniques. His gorgeous, artist-signed surfboards are available at **Steve Adam Gallery**, along with a limited-edition collaboration with Laguna's Agave Surf. Created out of locally grown agave plants, the boards are hand-crafted by local shapers, every design is unique and they are sustainable and local, so they have no impact on the environment.



LUMI O'KEEFE



ABOVE: A COUCH FROM COTTAGE FURNISHINGS; BELOW RIGHT: GLASS BOTTLES AND JEWELRY FROM AREO

ONE-OF-A-KIND

Steps from Main Beach, **Areo** celebrates 25 years of selling stylish home accents and accessories, many forged and handcrafted from recycled scrap metal and reclaimed wood. And with over dozens of candles and scents from all over the world, there's a scent for everyone.

On the corner of Forest and Glenneyre, **Tuvalu** is a treasure trove. From locally produced merchandise and books written by locals and the surrounding area, it is tempting to just browse. But look further and you will be surprised—the store is remerchandised four times a year and is replenished by fun finds in home and flea markets. Their sofas are inviting while their accessories and effortless coastal style will enhance homes everywhere.

Find some real treasure with no sand between your toes. Heading south away from downtown, you can't miss the giant industrial doors of **Cottage Furnishings** and with their signature Adirondack chairs immediately make you feel at home. A shopper's paradise—each turn reveals one-off items mixed with classic home decor. The constant turnover of coastal, rustic, and cottage style furniture and accessories ensure a surprise on every visit.

Buy Hand is all about social entrepreneurialism. Recently moved to the HIP district (Historic and Interesting Places—a seven-block strip between

LAGUNA CRAFT GUILD

Monthly Art Shows featuring Laguna Beach artists! Sundays at Main Beach Park!

Stop by and purchase hand-made works such as jewelry, ceramics, woodworking, paintings and more! See our website for complete schedule and artist list

@lagunacraftguild www.lagunacraftguild.org @lagunacraftguild





TOP TO BOTTOM: STEVE ADAMS' MIRAGE SURFBOARD; VERTIGO WALLPAPER BY RICHARD HUTTEN; ADAM NEELEY FINE ART JEWELRY'S STAR HEN GALAXY PENDANT WITH MADEIRA CITRINE

Thalia and Bluebird Canyon) over 70 percent of the lovely things in Buy Hand are from the U.S. Local designers and artists include Jill Cooper's art glass, gold plated initial disc necklaces created by the owner, and Transcend organics, feature side by side with global fair-trade items supporting women's co-operatives.

Looking for European cool? Visit **Vertigo** for gifts and home accessories inspired by travel, art and design, all oozing European style. Among the many unusual gifts, you'll see izipizi sunglasses from Paris, fun straw-fringed bags with pom-poms, Richard Hutten designed wallpaper and a selection of Echasse vases by Theresa Arns.

Something to celebrate? Step inside **Adam Neeley Fine Art Jewelry** in north Laguna ready to be amazed and in awe of the beauty of his jewelry. Bespoke or ready made every piece is lovingly designed and crafted by the award-winning Laguna Beach



jewelry designer, Adam Neeley. Offerings range from silver styles and a men's collection, to engagement rings and a consistently award-winning couture line.

Kristin Miracle-Lewis, a Laguna Beach native and former Quiksilver fashion merchandiser, is the owner and style director behind **The Garage Collective**, a retail boutique (and online shop) in the heart of Laguna Beach that carries exclusively sourced product from local and global makers. Miracle-Lewis is marking the one-year anniversary of TGC with an expansion to a new storefront location on South Coast Highway, the addition of several new product lines and a movement to create community among female business owners with her debut lineup

of free gatherings and educational workshops. New product lines for 2018 include True Wild Botanicals (a Laguna Beach apothecary company), Rose & Fitzgerald (art, design, and craft studio from California natives living in Uganda), Native Bear (1970s-inspired paper and gifts), and Kazi (an African artisan brand.)

There are unique Laguna treasures to tempt you on every street. Your map should include: Laguna coordinates 33.53N 117.777W, printed on Salty hats at **Soul Project**, **Tommy Bahama** Laguna Beach with his exclusive range of talked-about tote bags, T's and hats, and the **T-Shirt Company** where you can design your own using eco-friendly products, all produced locally.



THIS PAGE, CLOCKWISE FROM TOP LEFT: AREO'S RECLAIMED METAL CRAB WALL MOUNT; PRODUCTS FROM LOCAL AND GLOBAL MAKERS AT THE GARAGE COLLECTIVE; NORTH MENSWEAR'S TIMELESS CLASSICS; OPPOSITE PAGE, CLOCKWISE FROM TOP LEFT: THE ARTIST WYLAND AT HIS STUDIO GALLERY; BEACHY CLOTHING AT THE SHOP; MERMAID GEAR FROM SOUL PROJECT

FASHION FINDS

Simple Laguna features collections from Laguna designers as well as Calleen Cordero designer shoes, handmade in North Hollywood.

The Vault for Men and the Vault for Women offer sophisticated brands, while **North Menswear** on Glenneyre Street goes big with timeless American classics and wardrobe must-haves including raw denim, and locally designed and made Freenote Cloth, environmentally conscious Jungmaven hemp T's and Headlands hand-made leather items.

Walk through Laguna Village Shops and discover **Shelby's** where you can show off your feet with everything from toe rings, to anklets and their unique Shoewel—a piece of jewelry for the feet, either worn with or without sandals.

Shopping need not be a guilty pleasure these days. Laguna's social conscience is well developed in shops like **Laguna Exchange**, where you can see upscale, on trend and vintage clothing side by side, and all of it helping those in need in Laguna. **Soul Project** brings together local artists to design clothes that embody Laguna's soul through clever graphics and thoughtful words. At **Sunny Days** find "Feed" bags and help feed the world,



FADMAN PHOTOGRAPHY/THEARTOFBEINGFEMALE





while Dona Bela Shreds—beautiful neck-ware made of upcycled textile remnants—gives a dollar back for every purchase.

SPFAddict, next door to Soul Project, offers a real solution to staying safe from harmful UV rays while being stylish. With a range of men's and women's clothing including ponchos, T's, shorts and hats.

For those that follow fashion on Instagram, **LF** on Forest Avenue is the shop to find the latest trends, which the brand's best-selling cropped fitted black tank with an LF logo and black and gold tape straps.

If you are more into genuine beach meets boho feel, **The Shop** won't disappoint. Local favorites include Love the Sea, a locally inspired brand including trucker "neighborhood" hats—a must-have for the beach to Spell the Gypsy and Faithful brands. Look out for light bright colors, pastels and retro stripes and floral tie front jump suits. Freestyle and effortlessly chick.

AN ARTIST'S VILLAGE

Local inspiration forms the heart of the art in Laguna Beach. Artists talk about the beautiful light in California, the natural colors and environment. **Wyland Galleries** brings to life the artist Wyland's giant whale imagery, both inside and outside on the adjoining wall, and continues to bring awareness to the environment. If a

120-foot whale isn't your thing, but you want an original painting, you might find a must-have piece from a global newcomer exhibiting at **Discover Emerging Artists**, where a diverse collection is known to surprise, sometimes shock, but always creates a conversation.

Wanting art from closer to home? The artist-owned **Cove Gallery** in the HIP district has been supporting local artists for over 45 years, bringing a diverse range of affordable work. Easy to spot what's new—every month they display a featured artist in the window.

Looking for a statement piece? **Avran Fine Art** is a collector's and interior designer's dream. The almost museum-like space is filled with contemporary and traditional sculptures, paintings and photography. Don't miss the display case filled with jewelry from Akino Tsuchiya, a designer from San Francisco who translates her industrial training into beautiful, one-of-a-kind silver pieces.

Are you dreaming? You might wonder when you see some of the brilliantly colorful paintings with surprising objects in Vladimir Kush's work at **Kush Fine Art Gallery**. Recognized as a master surrealist of today, the gallery on Forest Ave. features some of his best works and will entertain and amaze you at the same time.

If you're interested in something a bit more traditional, **The**



Redfern Gallery specializes in American Impressionism with an emphasis on the early California Plein Air movement and those current artists who work in the genre. Another option for con-

temporary impressionists is the **Pacific Edge Gallery**, which includes the artists Maria Bertran, Jacobus Baas and Bryan Mark Taylor, all masters of their own unique styles.

