



QUARTER 3 + 4 (JUL - DEC) / 2020  
CREATIVE DOCUMENT  
GLOBAL DIRECTION

COVER PAGE | MENS



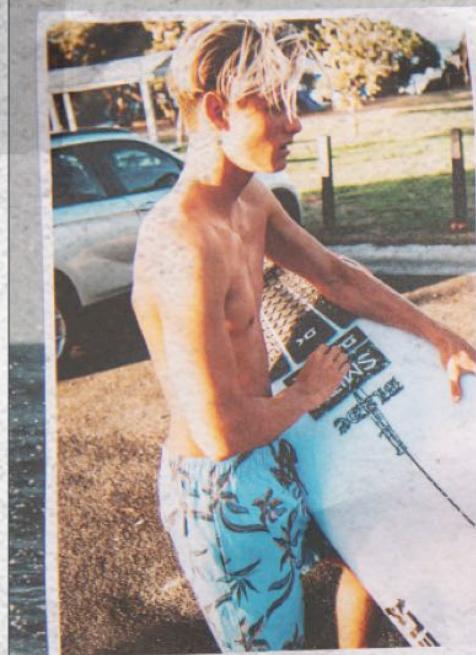
R U S T Y

QUARTER 3 + 4 (JUL - DEC) / 2020

CREATIVE DOCUMENT (N20)

GLOBAL DIRECTION

OUR KIND





There are three responses

to a piece of design

Yes, No, and WOW

WOW is the one to aim for.

R U S T Y





There is so many different ways to grow a brand,  
most important is deciding what kind of culture you want to create and  
putting that out into the world is the best way to go about it.

Why ?

Because when you anchor your brand in your values it stands the test of time,  
you're not creating based on trends or what everyone else is doing  
you're anchoring your business in SOUL.

and hey you can probably run a brand and do okay by just doing what everyone else is doing,  
but do you want to just settle with okay.....or create something truly fucking awesome and authentic ?

The number one thing that's going to set you apart from everyone else is your vibe and your values.  
without them you're not really all that different from every other brand.

When you take this approach you're also much more likely to draw in your ideal audience,  
not just a bunch of randoms that only want free stuff from you....we gotta think big here.

So instead of just having random one-off customers and clients that only buy once,  
You build a tribe of people that are 100% invested in what you create,  
because they believe in similar values to you.  
these aren't just clients or customers . they're our people.....OUR KIND

and without your people what do you have?????

you want people that are in love with your brand, people that are gonna shout about you from the rooftops.

so, how do you do that?

figure out your VIBE, commit to the GRIND  
and

MAKE SHIT HAPPEN

R U S T Y





Rusty Preisendorfer circa 1987



### Why are we here??

Because we always have and always will love surfing

Rusty is a brand with its roots firmly entrenched in the Surfing lifestyle.

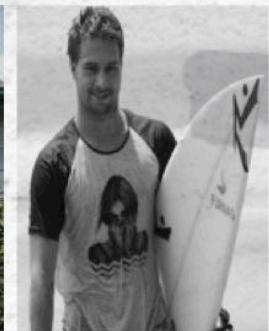
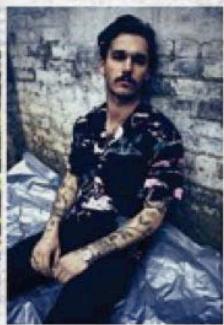
In 1984 San Diego surfboard shaper Rusty Preisendorfer made a series of surfboards for Australian junior wonder Kid Mark Occhilupo. Occy went on to win the World Junior Title that year along with a number of high-profile world tour surfing events riding Rusty's boards. All of this exposure suddenly elevated Rusty onto the world stage as one of the most influential shapers of the time.

Soon after, the RUSTY Surfboards brand was born.

As the brand began to grow it attracted like-minded surfers from all over the world who respected what the mighty R. represented, and they wanted to be part of this fledgling, hard core surf brand. In 1985 Rusty P travelled to Australia on a surfing adventure and met Mick Button, a West Australian board shaper who was making awesome boards under his Santosha label for most of the local surf stars. The 2 quickly became friends and by the time Rusty left to head back to San Diego Mick had signed on as the Australian and New Zealand Licensee for Rusty Surfboards. Mick soon sought out others that could help him take the brand forward here in Australia and it wasn't long before he had gathered a group of surfers that he knew could help build the apparel side of the brand. With backgrounds in the Rag Trade these guys, headed up by CEO Geoff Backshall saw huge opportunities to expand the apparel offering beyond just T shirts and boardshorts. Through the late 80's and early 90's the West Australian based company had to battle hard to be accepted by the core surf retail Mafia on the East coast but in 1992 just as Grunge was starting to completely change popular culture, Rusty was also about to completely change the way surf retail approached apparel. The brand introduced a comprehensive line of Grunge inspired on trend styles and designs. Woven s, shirting, pants, jackets everything that wasn't being offered by surf brands at the time. The range was an immediate success. At the same time the marketing and image of the brand remained hardcore. It was based around surfboards and surfing. Our team riders had heaps of attitude and epitomised the antiestablishment ethos of the surf/grunge movement of the time. This period cemented the Rusty brand's image and direction as Cool but Core, innovative and disruptive.

In the early 2000's the Rusty brand continued to push boundaries both in product design and marketing direction and in 2006 Rusty Australia became the licensors for the Brand Globally and continued to drive the direction for the brand both in apparel and Marketing. Rusty Preisendorfer still designs and shapes and is the Global licensor for Surfboards. His Legacy continues on to this day from the Rusty brand DNA right through to everything that the brand creates.

We are proud of our heritage, focussed on the present and excited for our future.  
We're all in



#### Who is the Rusty Guy?

Lives and loves the Coastal Lifestyle.

He's a good surfer and being in the ocean keeps him sane.

Has a diverse quiver. He's ready for any situation and wave condition.

He's no hippy but he has Soul.

He's humble but confident.

He's a tradie or junior manager and has a work crew that all surf.

Life's about quality not quantity. He spends his money on experiences not possessions.

Has travelled, mainly to Indo and that one Euro trip and appreciates other cultures and beliefs.

Loves music. JJJ, Festivals, live gigs, anything new. Appreciates and listens to past trailblazers and icons.

He grows a Mo every November.

Loves a good road trip and does them often.

He keeps a lookout for new and emerging trends but will make sure they're legit and reflect his sense of style before he jumps in.

One of his mates is part owner of a boutique brewery.

Has a great sense of humour and knows where the line is.

Has his fave destination surf and clothing stores but has no trouble shopping online for something different.

Semi active on social media but generally only posts things that have some substance.

Will watch the WSL events online if he's got some spare time.

He is Brand loyal as long as the brands he supports are authentic and loyal back.

His friends and Family are super important and keep him grounded.

He gives a fuck about the environment and will help out where he can.

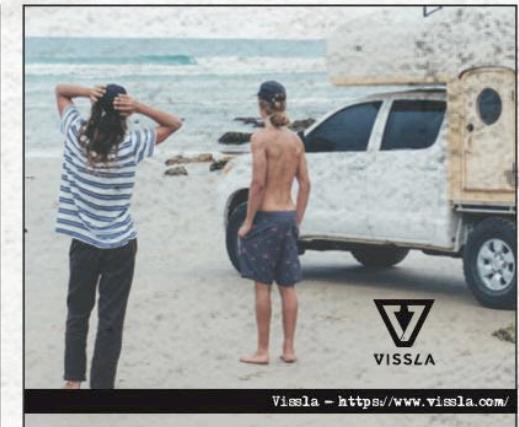
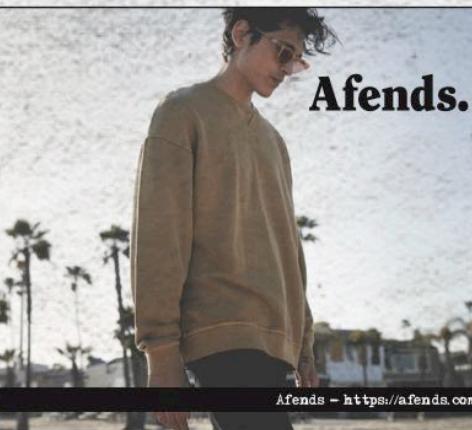
He's the cool influencer in his group both in cultural and fashion.

He's the kind of person that just gets shit.





# MUSE (TBC)





- + NO THRILLS FOR THE CAUTIOUS
- + THE CRACKED ONES LET IN THE LIGHT
- + DON'T BELIEVE OUR NONSENSE
- + HAND SHAPED SINCE FOREVER
- + MY BOARD IS BETTER THAN YOUR BOARD
- + FIRST IN LAST OUT

R U S T Y





## KEY LOGOS

### JUST SURFING (6 MONTH)

Essential : Absolutely necessary; extremely important. Keeping it clean and simple stupid with our authentic Rusty collection.  
Core basics that scream personality with clean branding. Competitive prices with interest fabrics and washes that are easy to wear.



ONE HIT COMPETITION

R U S T Y



GRAFFITI R

#### FANZINE

Trend Direction - October Drop  
LoFi Grunge Influences  
Photocopy + Xerox Art  
Overdyes + Vintage washes that feels handdone  
Social Commentary  
Raw edging  
Rayon Shirts

#### COLLECTION A

#### OCTOBER DROP

**RUSTY**

#### PUNK IT YOURSELF

Trend Direction - November Drop  
DIY, anti-establishment spirit  
Collage + Ransome notes / Punk Art Influences  
Repair stitches, patches + grinding  
Blanket Stitch

#### COLLECTION B

#### NOVEMBER DROP

**RUSTY**



## Q3 + Q4 MACRO TREND DIRECTION

### RUSTY: COME AS YOU ARE

#### ----- ART OF THE 90S -----

This season Rusty will be continuing to look deep into the Nineties.

It is a celebration of the artists who came of age during this decade and whose work reflected the increasingly diverse nature of the art world at the time.

Continuing to reference the fashion shapes in the 1990s which brought forth a youth movement and offered carefree styles which dabbled in rebellion.

This decades art was organized around three principal themes that may be traced chronologically:

globalization, identities and difference, and the digital revolution.

### JUST SURFING (6 MONTH)

**Essential :** Absolutely necessary; extremely important. Keeping it clean and simple stupid with our authentic Rusty collection.  
Core basics that scream personality with clean branding. Competitive prices with interest fabrics and washes that are easy to wear.

#### GLOBAL GUERRILLAS

Trend Direction - July Drop  
Globalisation

A Global declaration of war on pollution.  
It is time to take back the waves.  
Get in the battle and fight !

#### COLLECTION 1

##### JULY DROP

###### CATEGORY A

Core product  
Entry level price

###### CATEGORY B

- + On trend Fashion
- + Utilitarian Styling
- + Military References
- + Hard wearing fabrics
- + Heavy washes
- + Herringbone Twill

###### CATEGORY C

New Development  
Fast Fashion

#### DIFFERENT STROKES

Trend Direction - August Drop  
Identities and Difference

A carefree ownership of the surf culture.  
A DIY and utilitarian approach to fashion that showed the world that you belonged to a select few i.e Surf crew.

#### COLLECTION 2

##### AUGUST DROP

###### CATEGORY A

Core product  
Entry level price

###### CATEGORY B

- + On trend Fashion
- + Grunge Styling
- + Overdyes
- + Textured Fabrics (CORD)
- + Worker Shapes
- + Contrast Stitch

###### CATEGORY C

New Development  
Fast Fashion

#### DIGITAL DISORDER

Trend Direction - September Drop  
Digital Revolution

The introduction of photoshop allowed a whole new style of Art

By 1992, the World Wide Web had been introduced, and by 1996 the Internet became a normal part of most business operations.

#### COLLECTION 3

##### SEPTEMBER DROP

###### CATEGORY A

Core product  
Entry level price

###### CATEGORY B

- + On trend Fashion
- + Panel Details
- + Cut and Paste
- + Contrast Stitch
- + Poplins and Light weight Fabrics
- + Peached Washes

###### CATEGORY C

New Development  
Fast Fashion



## Q 3 + Q 4 MACRO TREND DIRECTION

### ANTIESTABLISHMENT

#### ----- ART, MUSIC AND ATTITUDE OF THE MID 90S -----

We are living in dark times....Around the world, political landscapes are sharply divided, and our natural landscape is under siege.

It is time to celebrate the can do attitude of the 90's music and art scene.

Surf Punk, SKA and Grunge is closely associated with anti establishment and creating things on your own....the main aesthetic of punk visual art is to either shock, create a sense of empathy or revulsion, make a grand point with an acidic or sarcastic wit.

A DIY ethic was developed through self-sufficiency by completing tasks without the aid of a paid expert. The "do it yourself" (DIY) ethic promotes the idea that anyone is capable of performing a variety of tasks rather than relying on paid specialists.

### JUST SURFING (6 MONTH)

Essential : Absolutely necessary; extremely important. Keeping it clean and simple stupid with our authentic Rusty collection.  
Core basics that scream personality with clean branding. Competitive prices with interest fabrics and washes that are easy to wear.

#### FANZINE

Trend Direction - October Drop  
LoFi Grunge Influences  
Photocopy + Xerox Art  
Overdyes + Vintage washes that feels handdone  
Social Commentary  
Raw edging  
Rayon Shirts

#### COLLECTION A

##### OCTOBER DROP

###### CATEGORY A

Core product  
Entry level price

###### CATEGORY B

On trend Fashion  
+ Overdyes  
+ Textured Fabrics (CORD)  
+ 1990s Shapes  
+ Raw Edging  
+ Contrast Stitch

###### CATEGORY C

New Development  
Fast Fashion

#### PUNK IT YOURSELF

Trend Direction - November Drop  
DIY, anti-establishment spirit  
Collage + Ransome notes / Punk Art Influences  
Repair stitches, patches + grinding  
Blanket Stitch

#### COLLECTION B

##### NOVEMBER DROP

###### CATEGORY A

Core product  
Entry level price

###### CATEGORY B

On trend Fashion  
+ Utilitarian Styling  
+ Hard wearing fabrics  
+ Heavy Stitch / Washes  
+ Washed Twills

###### CATEGORY C

New Development  
Fast Fashion



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MACRO TREND COVER | MENS

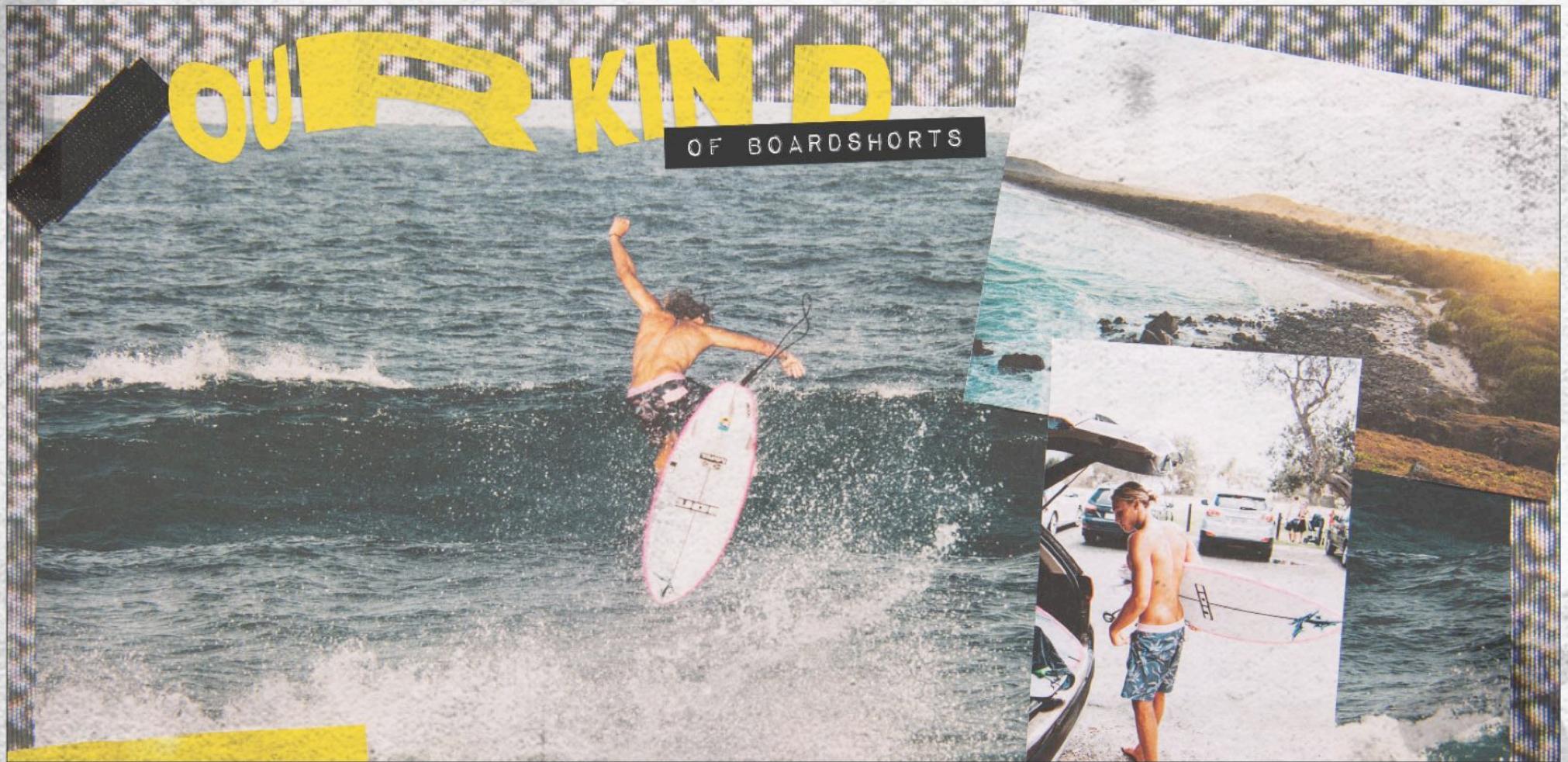


R U S T Y

QUARTER 3 + 4 (JUL - DEC) / 2020

RUSTY / COME AS YOU ARE

Q3 + Q4 MACRO TREND DIRECTION





## ANTI ESTABLISHMENT

### ----- ART, MUSIC AND ATTITUDE OF THE MID 90S -----

In Q3/4 Rusty will be continuing to look back deep into the Nineties.

It is a celebration of the artists and musicians who came of age during this decade and whose work reflected the increasingly diverse nature of the art world at the time.

The rise of the World Wide Web had a strong influence on art production and a voice of the youth.

Continuing to reference the fashion shapes in the 1990s which brought forth a movement and offered carefree styles which dabbled in rebellion.

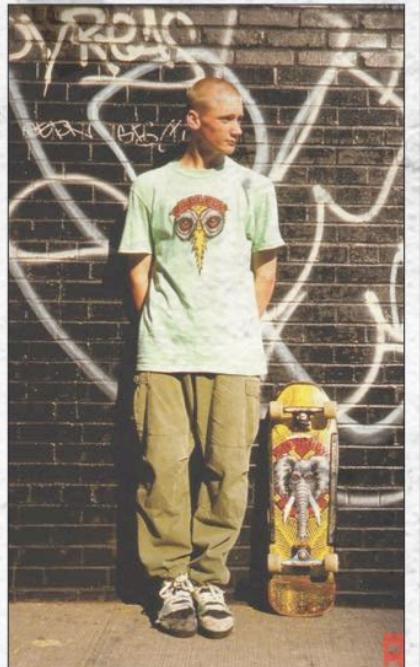
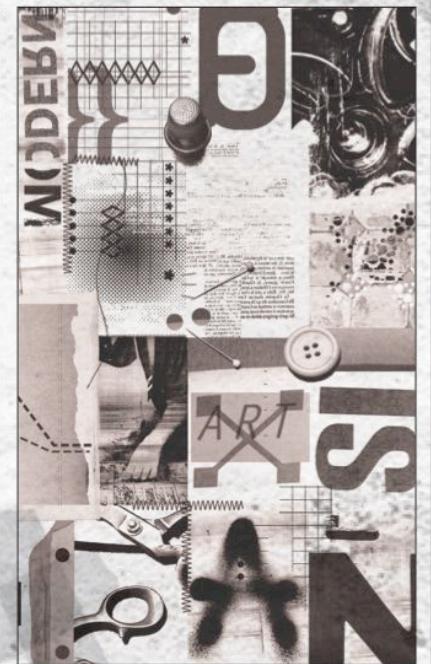
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A DIY ethic was developed through self-sufficiency by completing tasks without the aid of a paid expert. The "do it yourself" (DIY) ethic promotes the idea that anyone is capable of performing a variety of tasks rather than relying on paid specialists.

The DIY ethic requires that the adherent seeks out the knowledge required to complete a given task. This ethic emerges in correspondence to the punk subculture, DIY is tied to punk ideology and anticonsumerism.

Central to this is the empowerment of individuals and communities, encouraging the employment of alternative approaches when faced with bureaucratic or societal obstacles to achieving their objectives.

R U S T Y





## JUST SURFING

## EVERYDAY ESSENTIALS

*Essential : Absolutely necessary; extremely important.*  
Keeping it clean and simple stupid with our authentic  
Rusty collection.  
Core basics that scream personality with clean branding.  
Competitive prices with interest fabrics and washes that are  
easy to wear layering that works across all Q3 - Q4  
collections.





## COLLECTION A - OCTOBER

### FANZINE

Fanzine follows the grunge art and fashion feel of the 90's which is characterized by durable and timeless thrift-store clothing, often worn in a loose manner to de-emphasize the silhouette.

LoFi / Glitch Zine Influences

Photocopy + Xerox Art

Overdyes

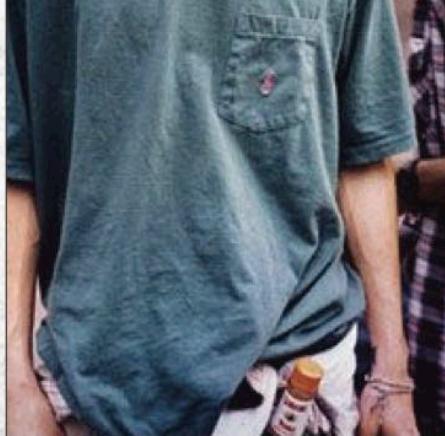
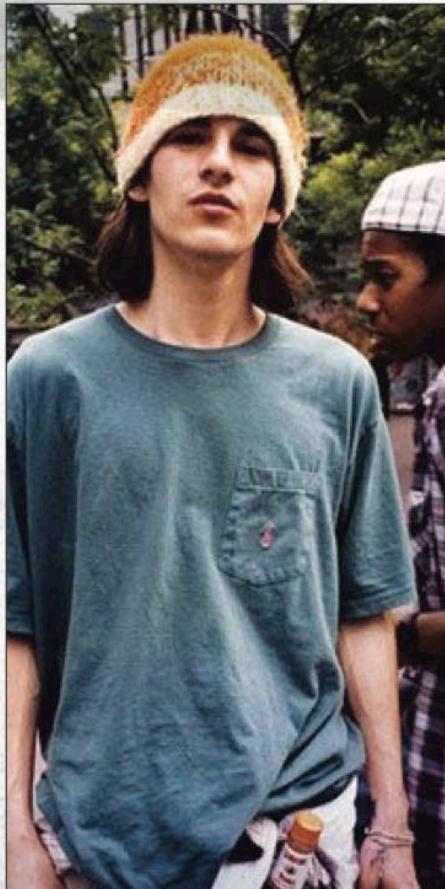
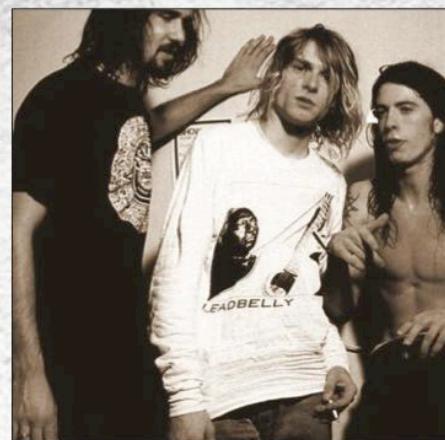
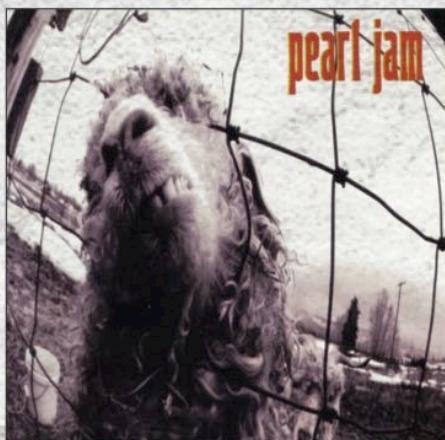
Vintage washes that feels second hand

Social Commentary

Raw edging / Exposed seams

Grinning Stitching

Rayon Shirts



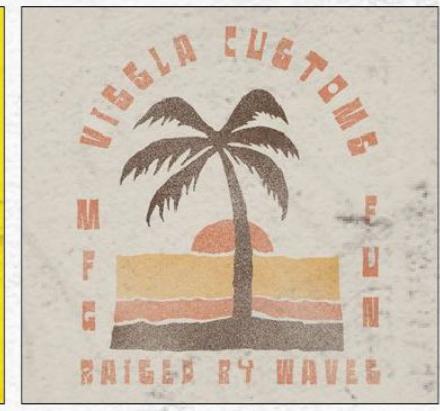
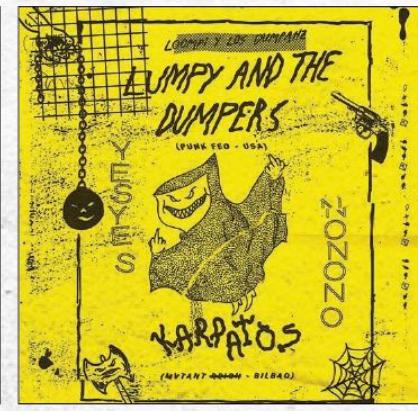
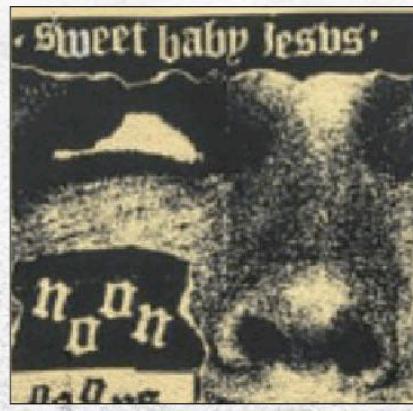
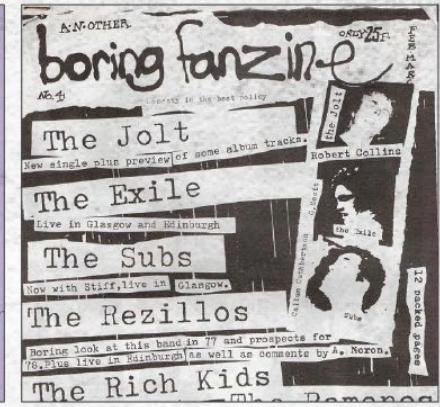
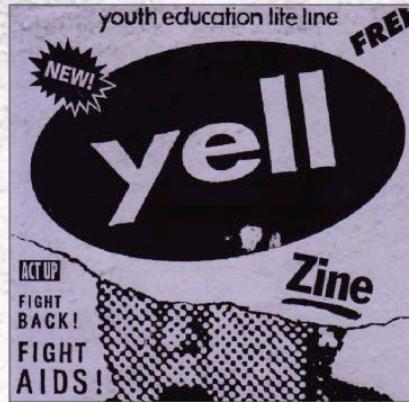


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LoFi / Glitch Zine Influences  
Photocopy + Xerox Art



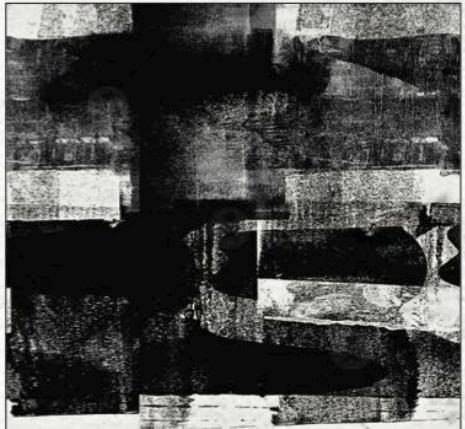
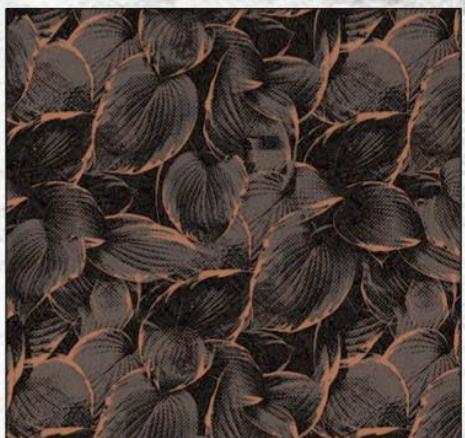


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CATEGORY A - ESSENTIAL



PRINTED RAYON SHIRTING

CATEGORY B - ON TREND FASHION



RAW EDGE PATCHING



RIPPED / TRASHED DENIM

CATEGORY C - DIRECTIONAL



YARDAGE PRINT TEE



POCKET TEE - WASHED



RAW EDGE WALKSHORTS



REVERSED SEAMS



SELF BIND FASHION TEE - WASHED



CBAN COLLAR RELAXED FIT - CONTRAST COLLAR



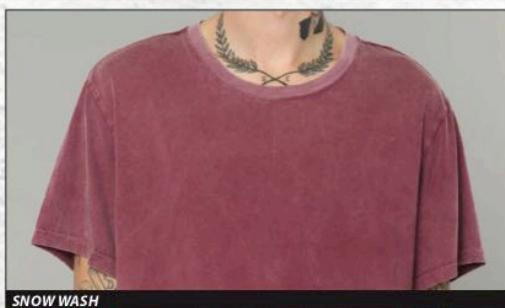
CROPPED CHINO



PRINTED DYNASUEDE



CONTRAST STITCH + SIDE PANELS



SNOW WASH



WAFFLE TEE FABRIC



CORD WALKSHORT



SPLATTER HEM PRINTS



## COLLECTION B - NOVEMBER

### PUNK IT YOURSELF

Surf Punk emanated from suburban Southern California. Most specifically, these suburbs included Huntington Beach, Fullerton and Costa Mesa within conservative, middle-class Orange County: California's third most populous county, situated some 50 kilometres south of sprawling, multi-cultural LA itself.

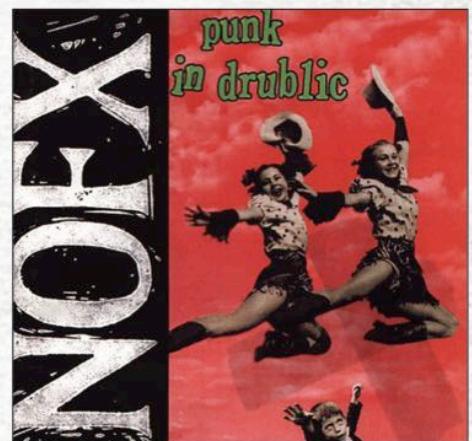
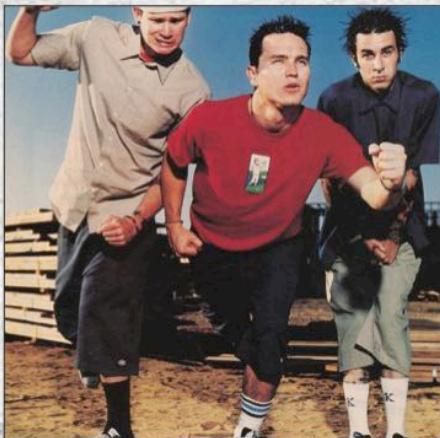
DIY, anti-establishment spirit

Collage + Ransome notes

Punk Art Influences

Repairs, patches + grinding

Blanket Stitching



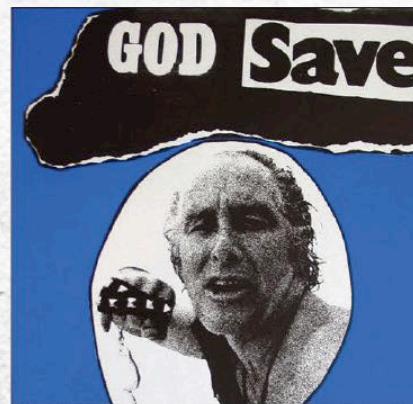
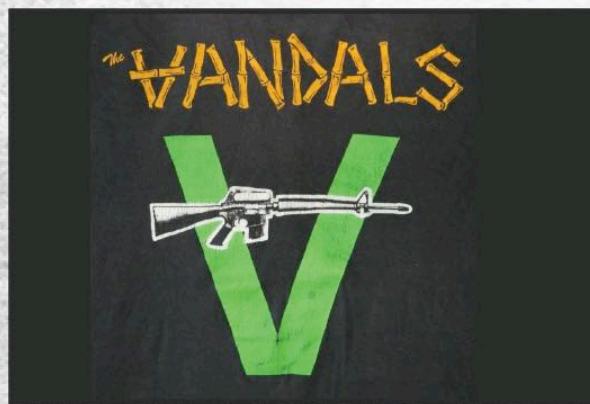
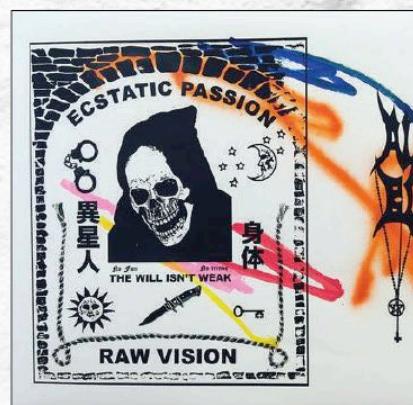
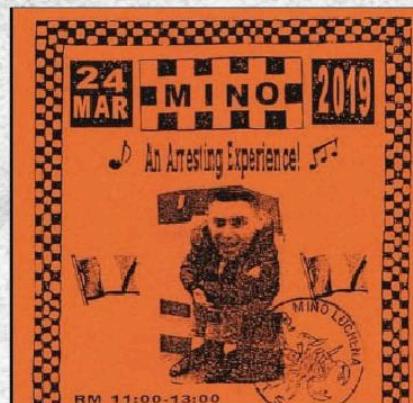


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DIY, anti-establishment spirit  
Collage + Ransome notes  
Punk Art Influences  
Repairs, patches + grinding  
Blanket Stitching





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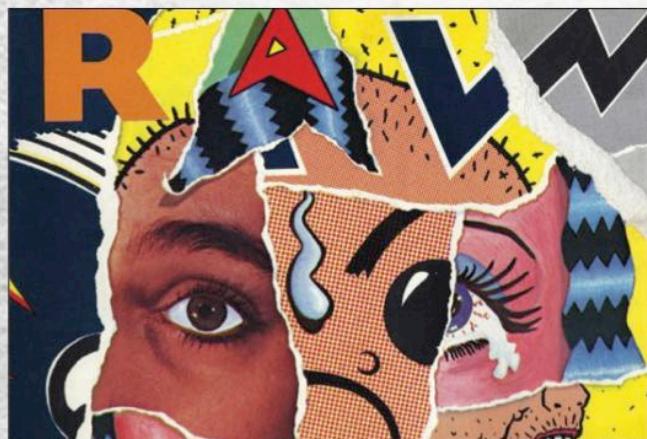
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Repairs, patches + grinding

Blanket Stitching





CATEGORY A - ESSENTIAL



BACK + FRONT PRINTS

CATEGORY B - ON TREND FASHION



CONTRAST FABRIC DETAILS



ZIPPER SHIRT PLACKETT

CATEGORY C - DIRECTIONAL



CURVED HEM (LONG LINE)



YARNDYE STRIPE



WOVEN PLAID



WORKWEAR DETAILS



RAW EDGING + STITCH DETAIL



OVERDYE / WASHES



PANEL BOARDSHORT



MANDARIN COLLAR



OVER KNEE SHORTS



RIPSTOP / TWILS - HARD WEARING



CUBAN WORKER SHIRT



SPLIT HEM - TEE



HENLEY COLLAR



CORE / ESSENTIAL



COLLECTION A



COLLECTION B

