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**RUSTY IS AN ALTERNATIVE SURF LIFESTYLE BRAND THAT DRAWS INSPIRATION DIRECTLY FROM INDIE MUSIC, CONTEMPORARY ART AND CUTTING-EDGE FASHION.**

**WE GIVE A NOD TO THOSE WHO CAME BEFORE US, WHO LAID THE GROUNDWORK 35 YEARS AGO.**

**TO CHASE THE FIRE, TO PUSH THE LIMITS TO THE BRINK OF CHAOS, TO COME OUT CHALLENGED AND VICTORIOUS.  
#OURKIND..**

**THE RUSTY DNA WAS SET IN STONE RIGHT BACK IN THE EARLY DAYS OF THE LATE 80'S. BORN WHEN LIKE-MINDED PEOPLE CAME TOGETHER IN PURSUIT OF AN IDEOLOGY THAT MEANT SOMETHING MORE.**

**CREATION, PRIDE, RESILIENCE. THEY WERE A MISHMASH OF SURFERS, SHAPERS, SKATERS, MUSICIANS AND ARTISTS, ALL VYING FOR A SHOT TO SET THE PACE FOR THE FUTURE...**

**TODAY, RUSTY CONTINUES TO THRIVE ON THE PURSUIT OF LIFE BEYOND SOCIETAL NORMS. THE VISIONARIES OF THE PAST HAVE PAVED THE WAY FOR A NEW GENERATION THAT CONTINUES IN THE TRADITION OF THE OLD GUARD, LEADING THE YOUTH TO THE VALUES OF THE BRANDS FOUNDATIONAL DAYS.**

**OURKIND IS HERE TO STAY AND WE'LL CONTINUE TO EXPRESS OURSELVES AS WE SEE FIT. CHARGING HEAD FIRST, FREE OF CONSTRAINT AND INSPIRING THOSE WHO FOLLOW NEXT....**

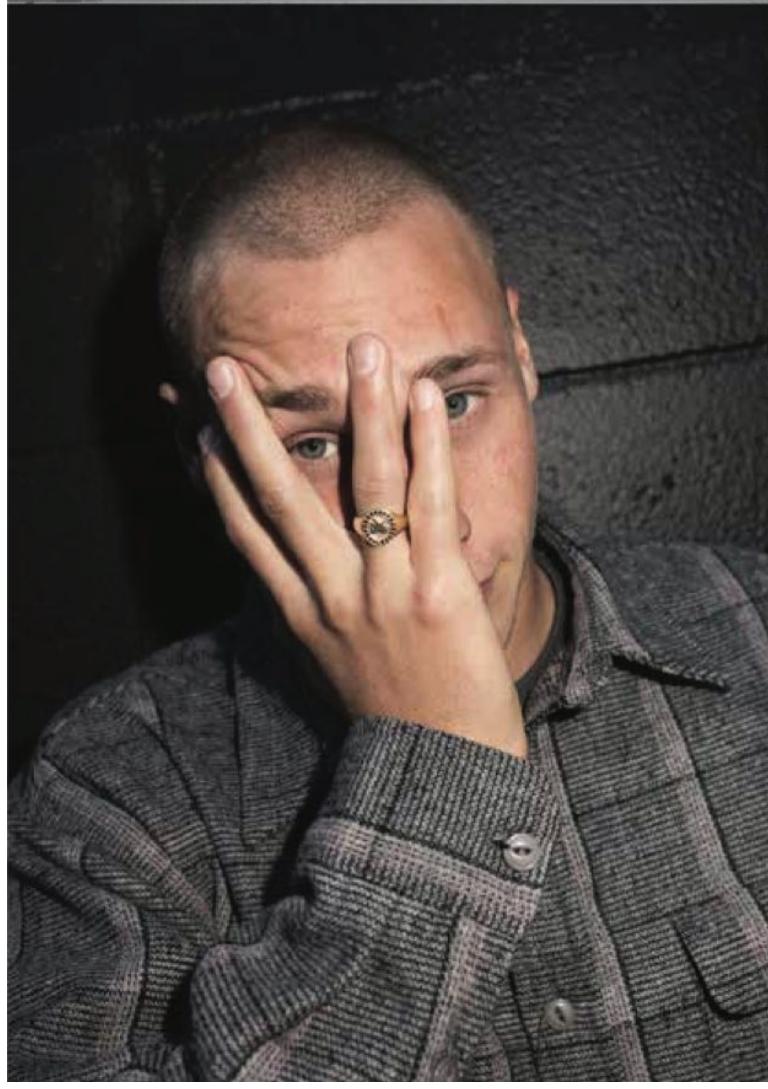






**FREEDOM  
OF  
EXPRESSION**

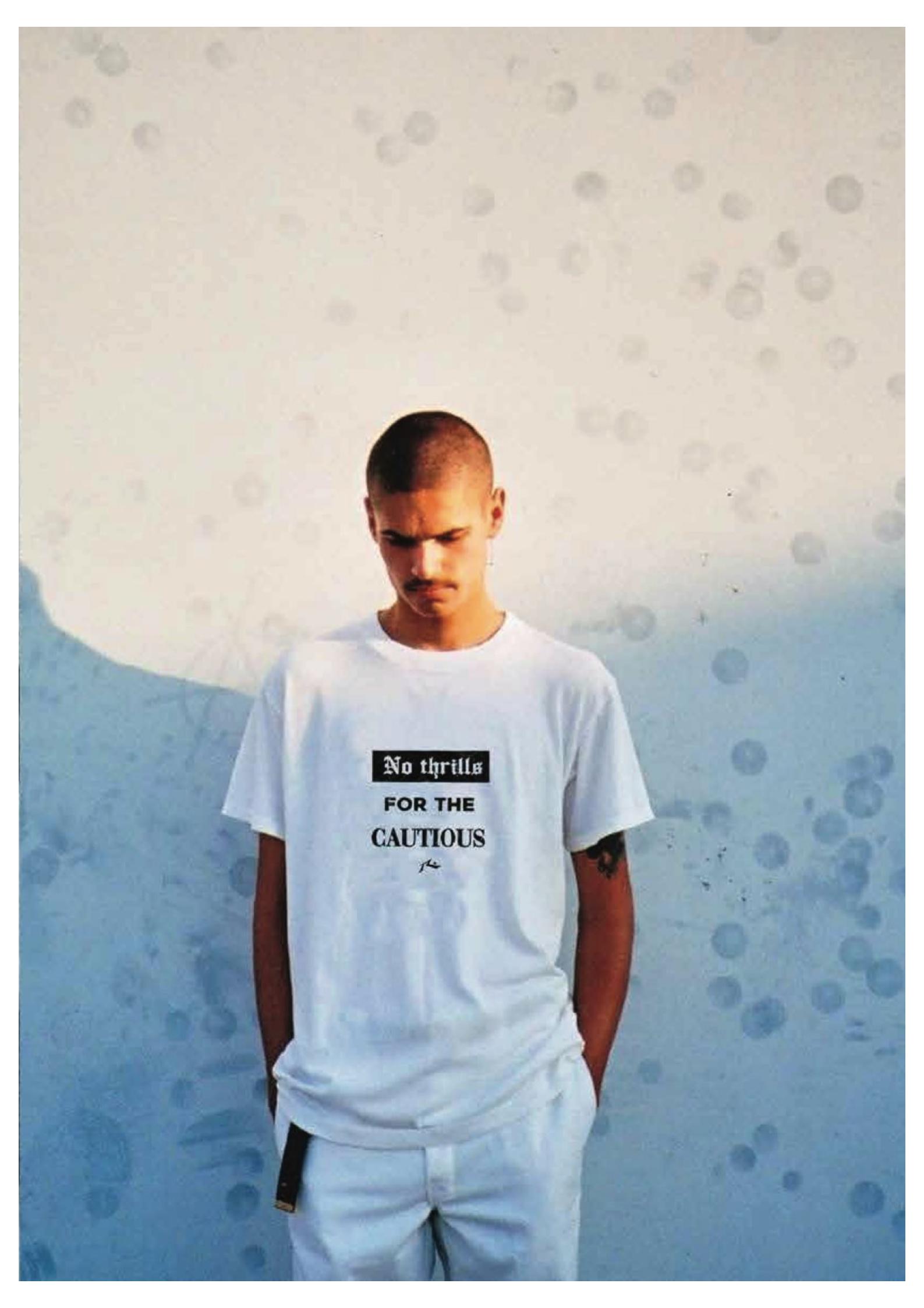




No thrills

FOR THE  
CAUTIOUS

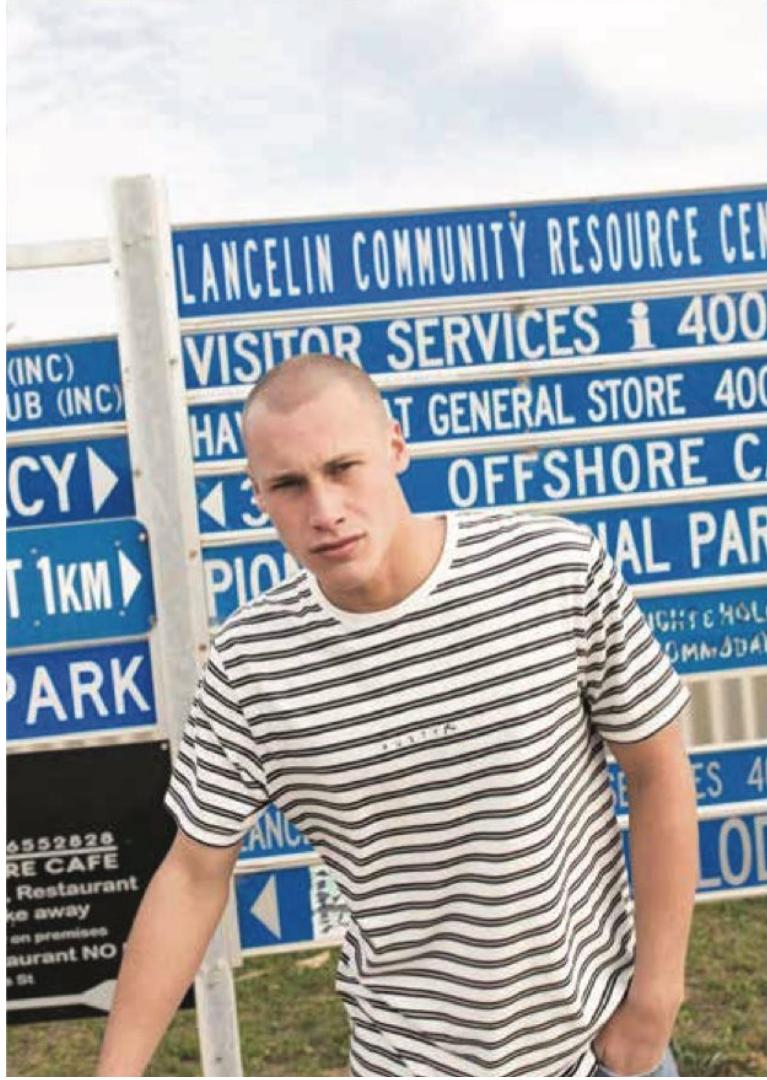
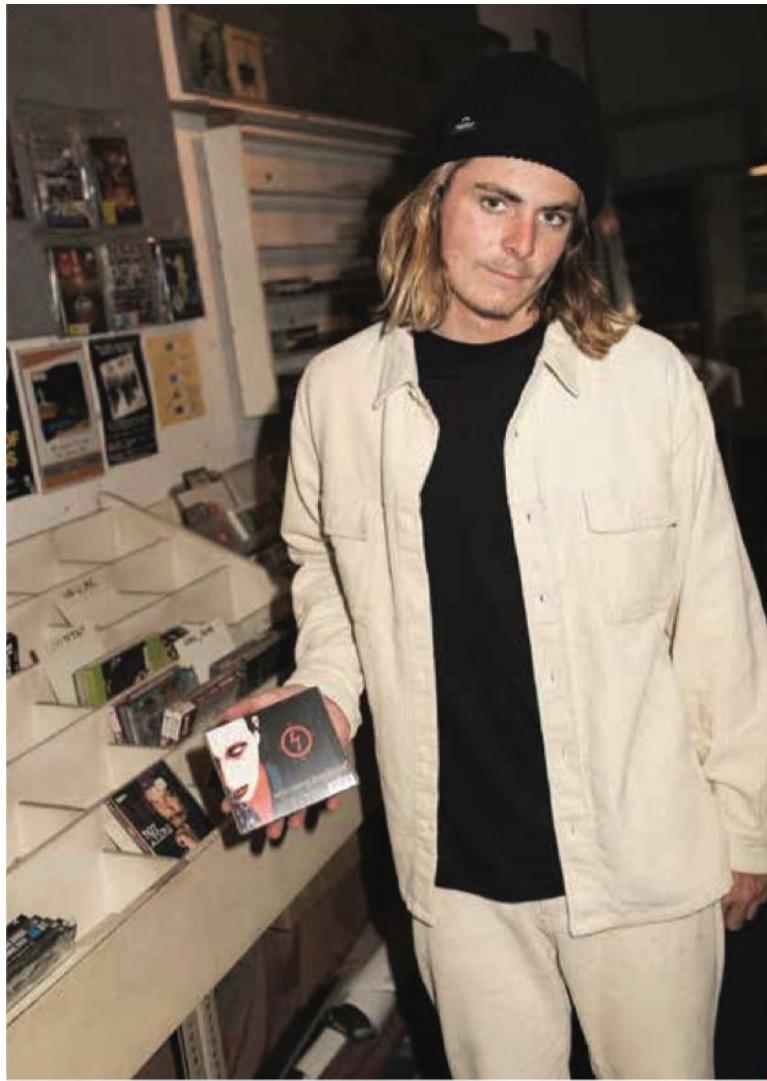
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No thrills  
FOR THE  
CAUTIOUS







# RECKLESS NOISEMAKERS





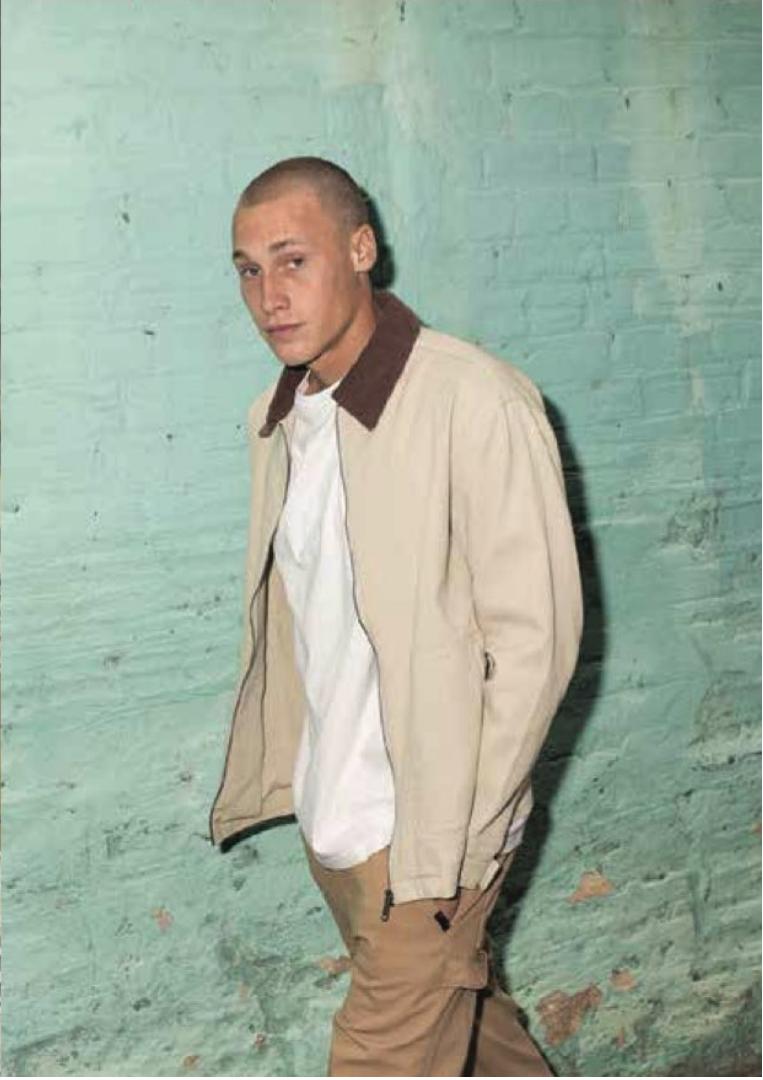
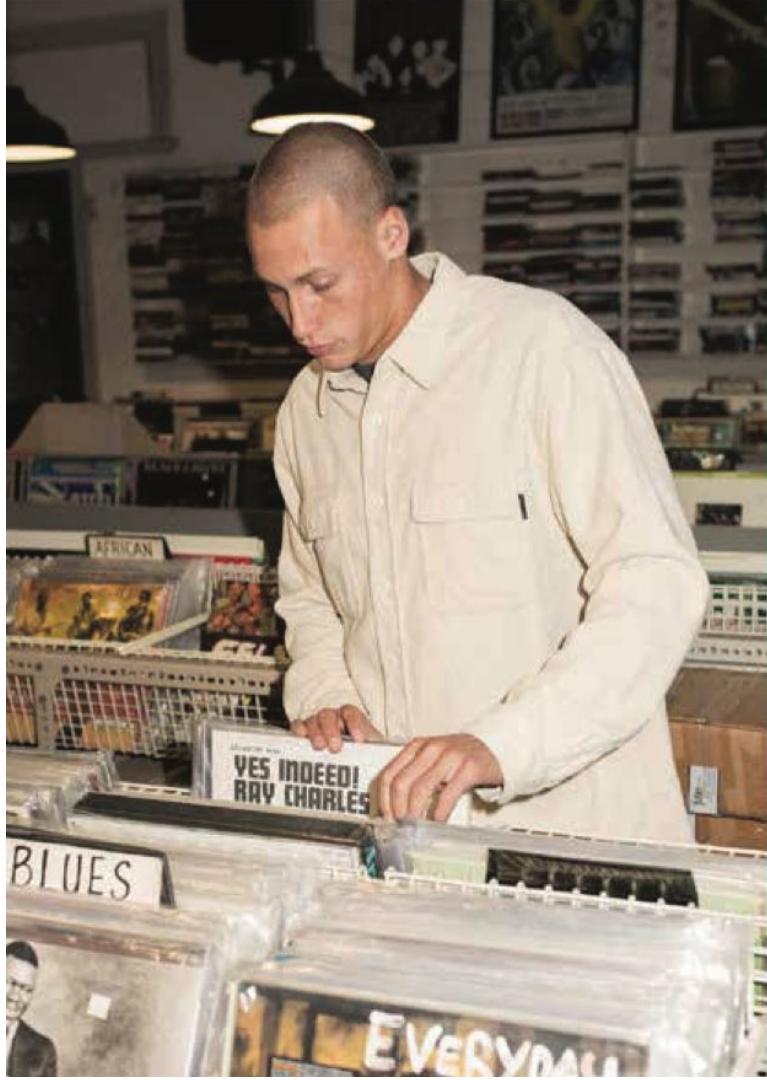
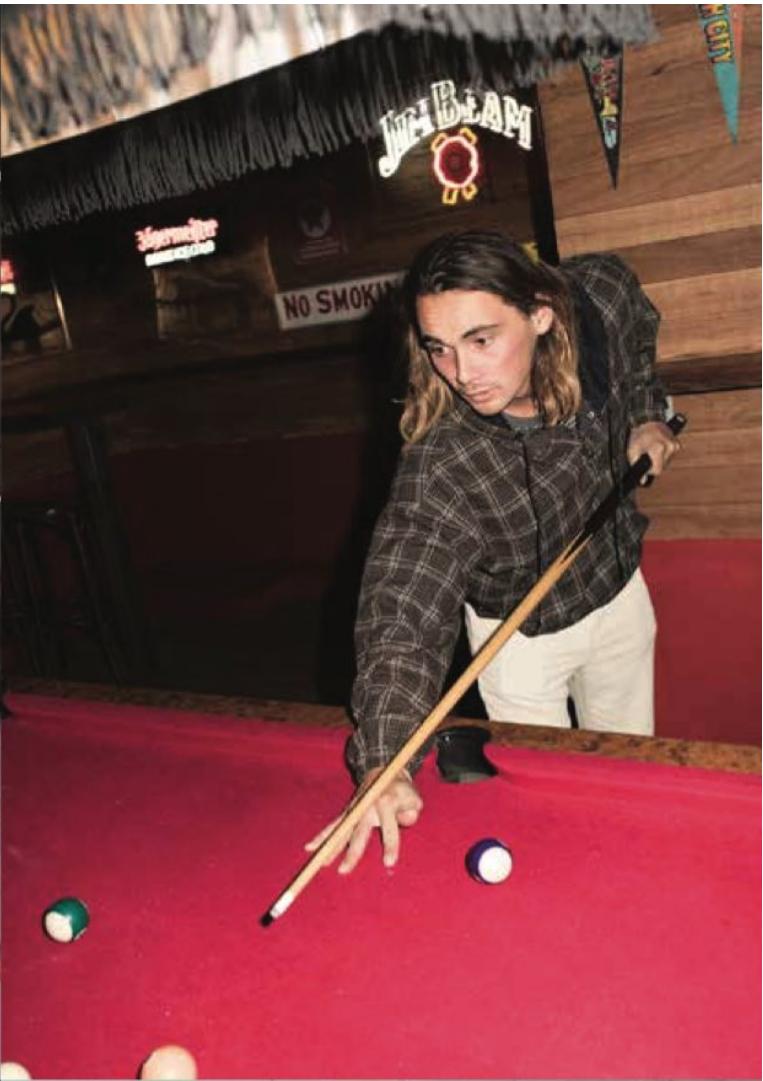








**THE CRACKED  
ONES  
LET IN  
THE LIGHT**







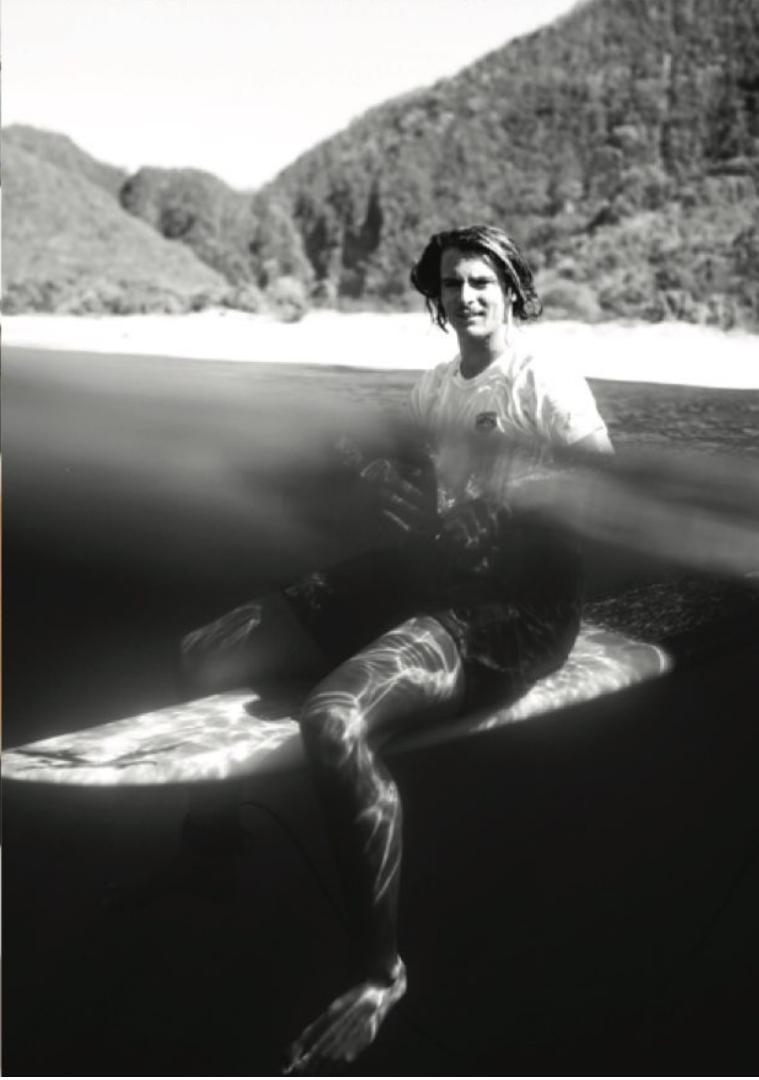
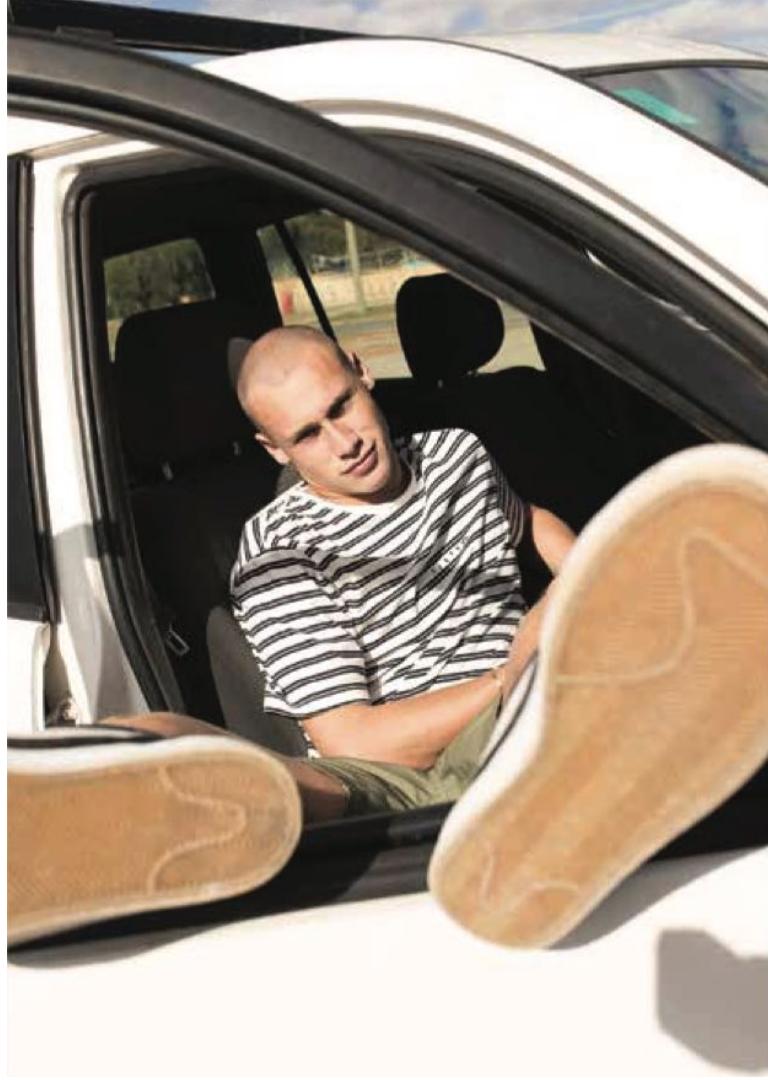


TRUMP DON'T SURF

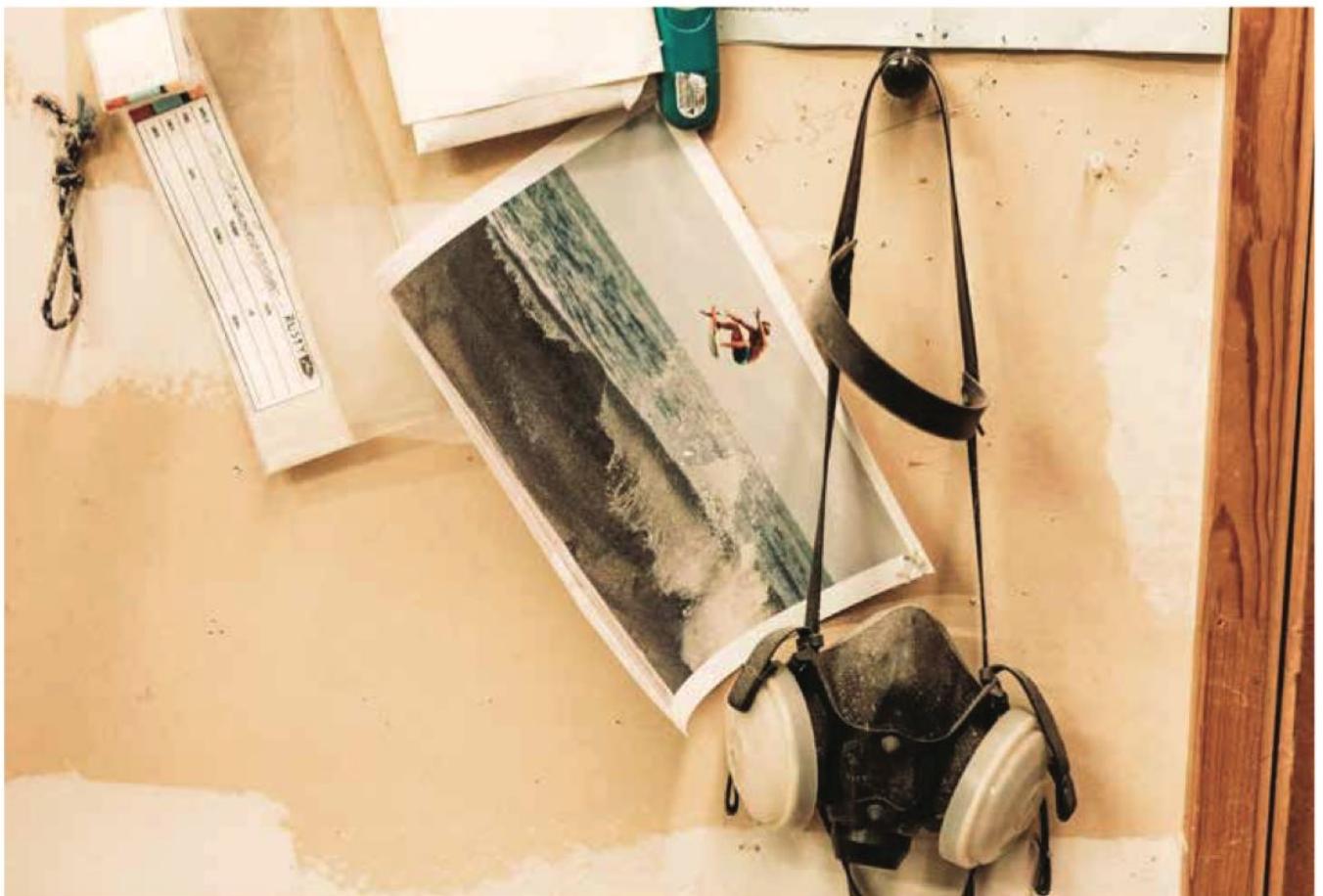
241 TOL

TRESTLES  
THU





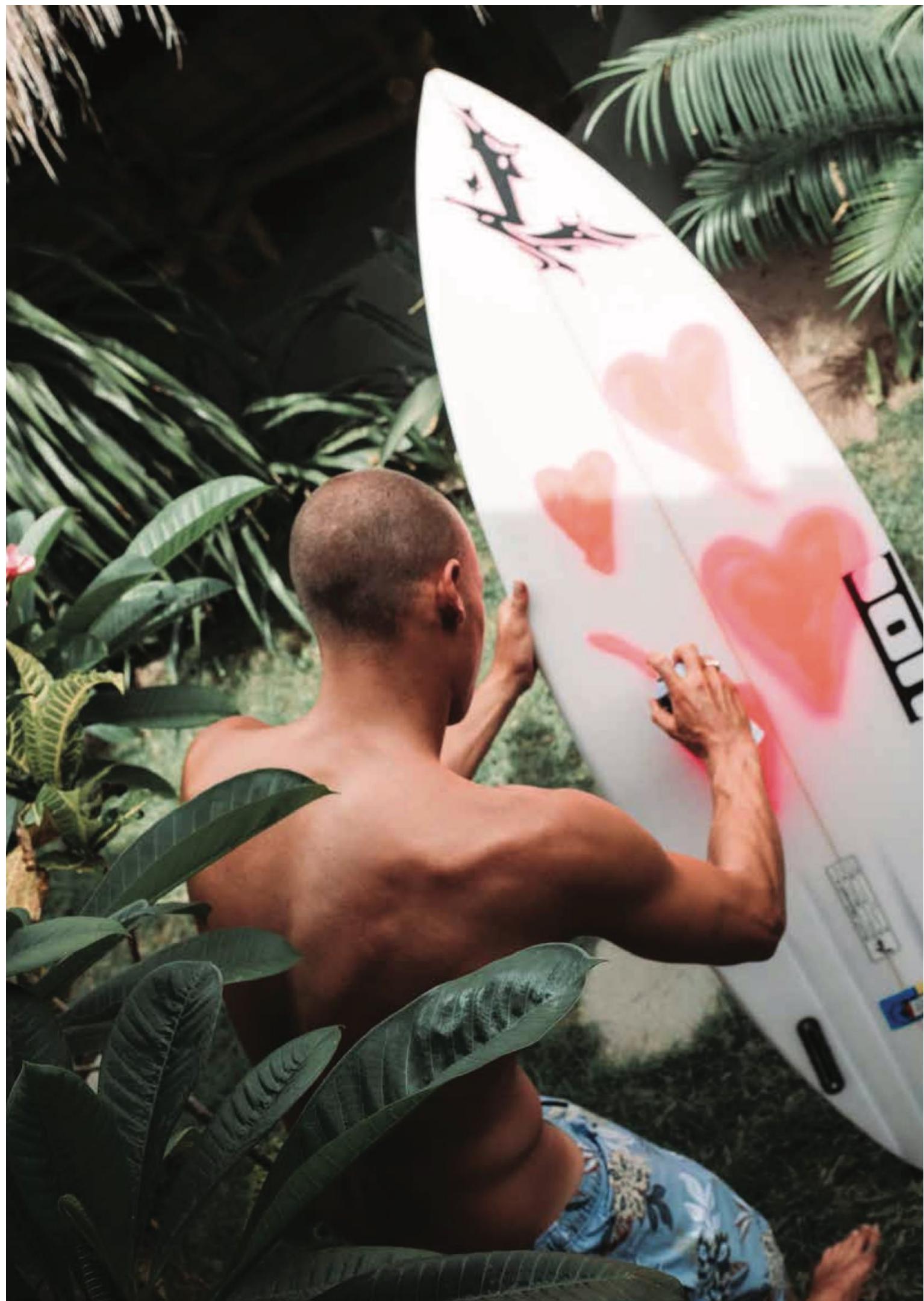






GOOD  
BOARDS  
COME  
FIRST

R.



















R U S T Y R