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The Critical Slide Society (TCSS) was founded in 2009 in a sleepy seaside village on the Central Coast of NSW Australia. Launched by a couple of surfers and artists, Jim Mitchell and Sam Coombes, the founders had the vision of an authentic, creative label as a platform that celebrates an emerging alternative movement within surf culture: one that's less about the winner's podium and more about the simple joy of a deeply engaged surfing life. TCSS works with artists, photographers, designers, filmmakers, surfers from across the globe, all of whom share a similar outlook inspiration. TCSS prides itself on its unique approach its detail orientated design. The brand won Best Boardshort two years running TCSS apparel goods are now stocked in some of the most respected retail stores around the world. Thanks for visiting, if you have any questions give us a holler via info@thecriticalslidesociety.com



This piece of art comes from Jimmy Slide's delicate hand and sable brush, with pocket and TCSS woven patch.



ultimate solid beanie with turn-up and woven TCSS logo.



The Sunset Trunk is one of our favourites amongst our team here at TCSS.



The Stand In Tee is a garment dyed cotton t-shirt featuring the Standard TCSS logo.