



**O'NEILL** 

UNREASONABLE EXPECTATIONS SINCE 1952

SPRING/SUMMER 2016

A CELEBRATION OF  
**SUMMER**

**HOT AT THE BEACH**

NEO SWIM + MIX & MATCH BIKINIS

**O'NEILL X PARLEY FOR THE OCEANS**

TIME TO MAKE A CHANGE FOR THE BETTER

**JORDY SMITH**

TALKS BOARDIES AND STREET STYLE





WHEN JACK O'NEILL  
 INVENTED THE WETSUIT  
 — HE NEVER IMAGINED  
 NEOPRENE LOOKING  
 SO GOOD

INTRODUCING O'NEILL NEO SWIM.  
 SETTING NEW STANDARDS IN FASHION AND FUNCTION.  
 FROM THE ORIGINAL WETSUIT COMPANY.



—  
**CONTENT**  
 MAGAZINE  
 —

INTRO  
**04**

TRAVEL  
**06** 06 BALI ROADTRIP

OCEAN  
**34** 36 FOR THE OCEANS  
 42 O'NEILL X PARLEY  
 46 JOHAN DE LANGE  
 48 TAI 'BUDDHA' GRAHAM

BEACH  
**52** 54 MIX AND MATCH  
 62 NEO SWIM  
 64 JORDY SMITH



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## SPRING/SUMMER 2016

EDITOR'S NOTE

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At O'Neill we believe in being unreasonable. This means that we as an organization seek to constantly evolve and push ourselves to do better. From our product to our athletes, we are committed to improvement and delivering the best performance possible. This means that we don't wait for change but actively court it and embrace change.

For this season we have taken this challenge to heart and have created this magazine to showcase some of the key happenings within our world.

We begin with a story of travel and adventure as we follow two of our professional surfers through Bali. Part romance, part surf trip and part exploration.

Next, we head to the beaches of Byron Bay, Australia for a sneak peek at our newest assortment of women's swimwear. Here we present some stunning

photography of our new Neo Swim collection along with the 2016 Mix & Match collection.

From Byron Bay we move on to the World Surf League tour where we catch-up with surfer and long-time O'Neill athlete Jordy Smith for a Q&A session.

Last (but certainly not least), we visit the serious problem of trash across the world's oceans. The problem has been witnessed first-hand by many a traveling surfer, and we here at O'Neill want to help fix this problem. To this end, we have partnered with Parley for the Oceans and Bionic Yarn to help fund ocean clean-up and help reduce the amount of trash in our ocean playground.

We hope that you enjoy!

— Editor

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# TEAM O'NEILL

LUCÍA MARTIÑO X JOÃO KOPKE



## BALI ROADTRIP

SUMMER/SPRING 2016

The Island of Bali, positioned east of Java and west of Lombok has always held a very special place in the hearts of surfers around the globe. With near perfect waves, volcanic mountains, warm water, and friendly locals, Bali provides something for all travelers, producing endless saltwater smiles.

For some, their visit is about relaxation and a respite from the 9 to 5 grind, while for others it's about adventure; chasing the next swell and soaking in all that the island has to offer.

So, what is the perfect Bali trip? We set to find out with two of our Team O'Neill surfers; João Kopke from Portugal and Lucía Martiño from Spain. With a loose itinerary and lots of time on their hands, we follow them as they explore the island from the highest inland waterfalls to the most remote breaks accessible only by boats.

From sunrise to sunset, we tag along with João and Lucía to document their trip, capturing the dramatic to subtle and all moments in between.

FIRST LIGHT



JOÃO: [STRINGER PANTS] 602706 - [VIOLATOR FLANNEL] 601302

[INSPIRE CAPE] 606303 - [SURF LEGGING] 607796 - [EASY SWEATSHIRT] 606424

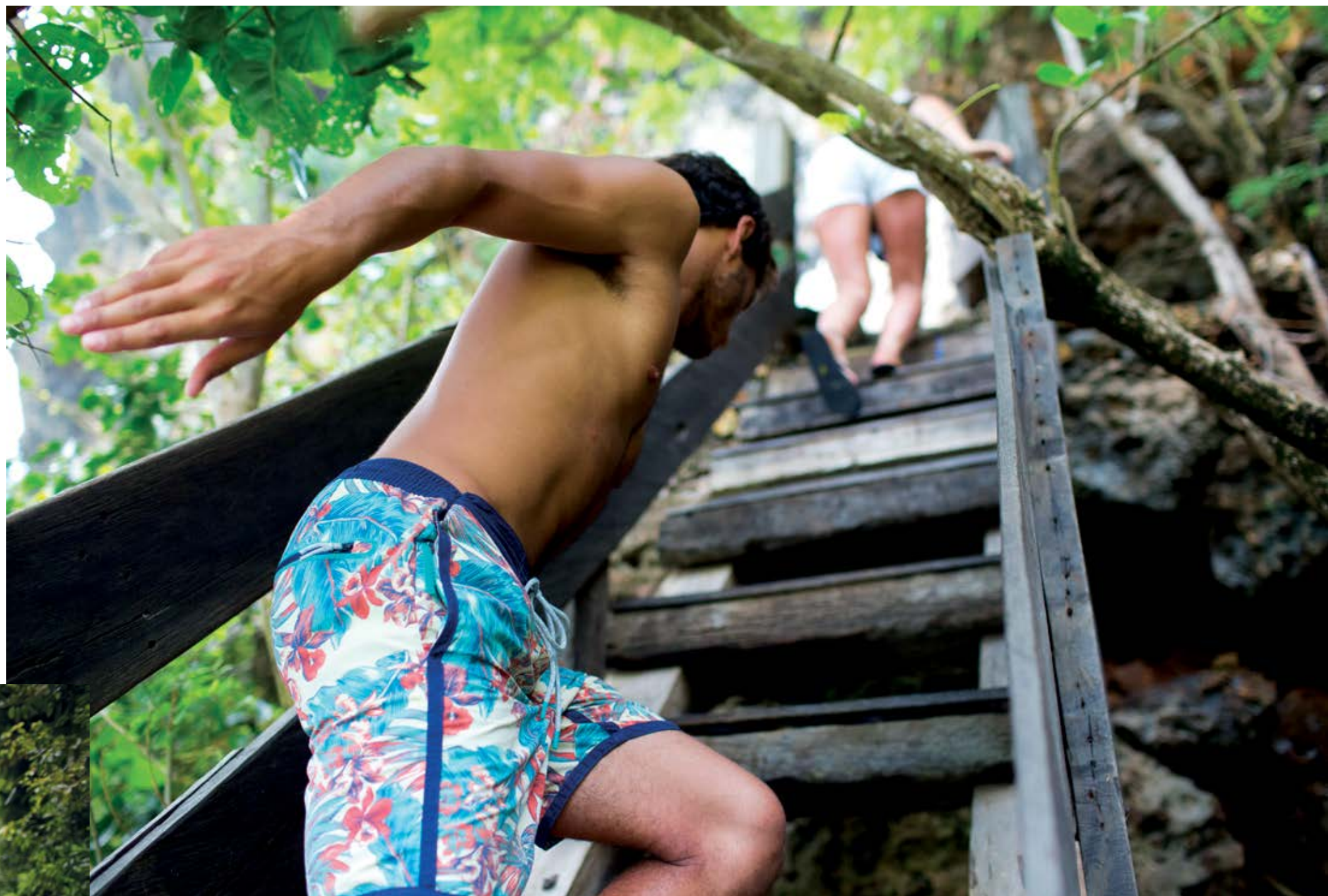


[OFF SHORE JACKET] 600104

We wake up early for a chance to catch first light and look to the horizon for signs of the upcoming swell. Even though the sun will be sweltering later in the day, the offshore breeze brings in a chill.



LUCÍA: [ACAPULCO PLAYSUIT] 608932 - [PAISLEY BANDEAU BIKINI TOP] 608506



JOÃO: [FRAME SHORTS] 603274

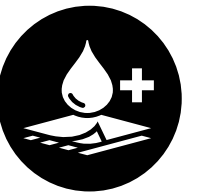


JOÃO: [ART HYPERDRY T-SHIRT] 60171 - [RETROFREAK POSEIDON BOARDSHORT] 603130 - [OCEAN BREEZE HAT] 609144

—  
TO THE FALLS  
—

With the waves not coming up as planned, we toss our boards and head inland to the waterfalls. Steep stairs, lush foliage, it's quite the trek through the jungle but the sights prove worth the effort.

DESIGNED AS  
A CLASSIC  
— BUILT FOR  
THE FUTURE



**O'NEILL**  
**HYPERDRY**

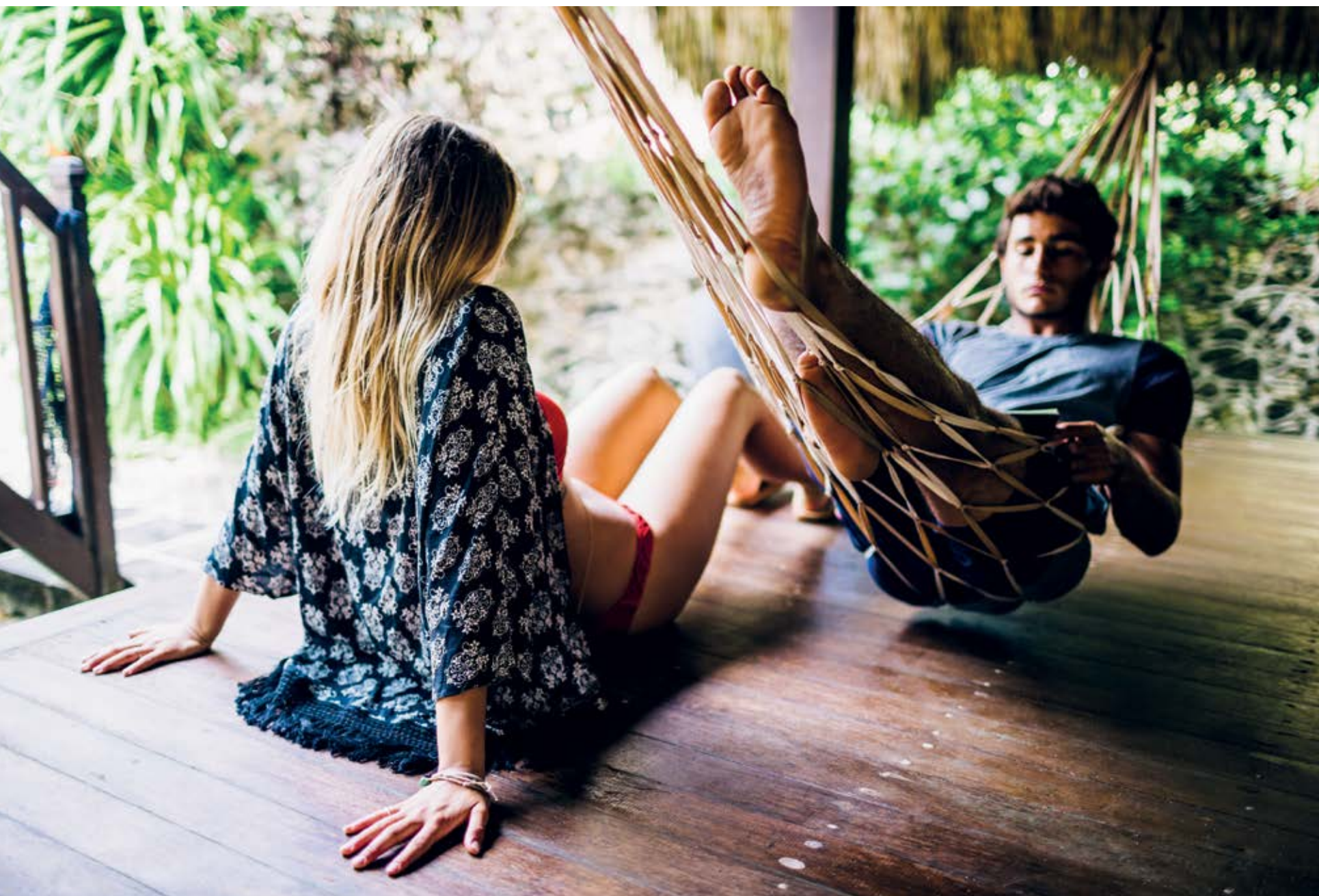
- + QUICK DRY
- + WATER RESISTANT
- + BREATHABLE

INTRODUCING THE FRAME SHORT  
FEATURING O'NEILL HYPERDRY.

WET TO DRY  
UNREASONABLY FAST.

**O'NEILL** 

UNREASONABLE EXPECTATIONS SINCE 1952



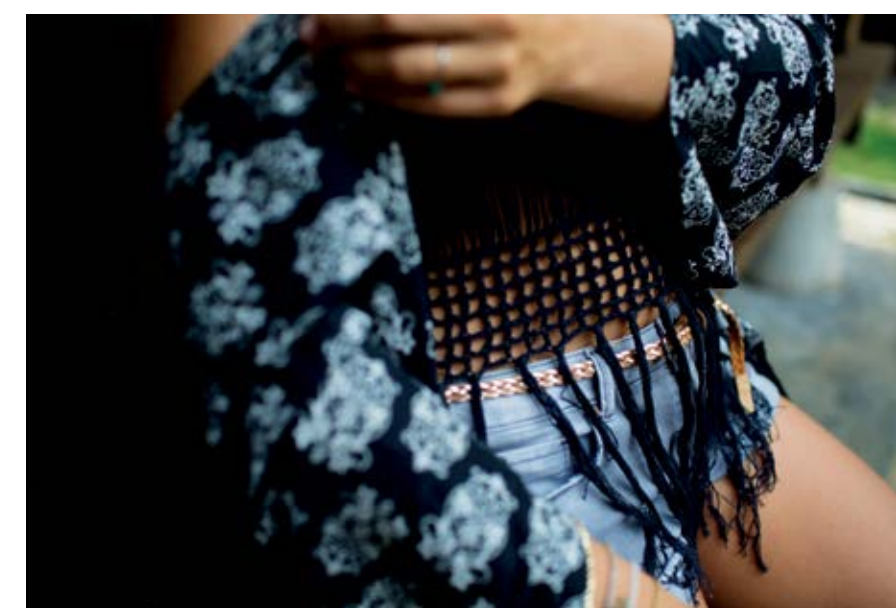
LUCÍA: [BEACH KIMONO] 608952 - [MELANGE KNOT BANDEAU TOP] 608521 + JOÃO: [CULT HYPERDRY T-SHIRT] 601708

—  
**CHILLING OUT**  
—

Sometimes the finest moment of any trip is when there is absolutely nothing happening.



LUCÍA: [PAISLEY TANK TOP] 606914 - [HIGH WAIST BRICK SHORTS] 607506 + JOÃO: [GOODDAY T-SHIRT] 602344 - [THIRST FOR SURF SHORTS] 603222



[SANDY TANKTOP] 606910 - [ISLAND SHORTS DENIM] 607519 - [FRESH BELT] 609202



—  
EXPLORING BREAKS  
—



[OPEN YOUR HEART T-SHIRT] 607314 – [DENIM HIGH WAIST SHORTS] 607500  
[SANDAL: SUNNY] 609506 – [BAG: DAISY DUFFLE] 609000



JOÃO: [CAP: SURF ART TRUCKER] 604116 + LUCÍA: [OPEN YOUR HEART T-SHIRT] 607314



[LACE SWEATSHIRT] 606410 – [ENDLESS DENIM SHORTS] 607514

With a great forecast for incoming surf, we head out via boat to explore the breaks. Ample time for epic views, great conversation and plenty of anticipation for the day ahead.



[LACE SWEATSHIRT] 606410 – [SOLID TRIANGLE BIKINI] 608456



[CROSS STEP PATTERN SHORTS] 603220  
[HOLD FAST T-SHIRT] 602336



LUCÍA: [ESCAPE TANK TOP] 606930 – [ENDLESS DENIM SHORTS] 607514  
JOÃO: [ART HYPERDRY T-SHIRT] 601717



LUCÍA: [NEOSWIM CROP BIKINI] 608312 + JOÃO: [RETROFREAK POSEIDON BOARDSHORT] 603130

—  
SURF'S UP  
—

Lacerations on Lemongan Island does not disappoint. Lucía and João waste no time getting on the water and are in their element the moment their boards hit the water.





LUCÍA: [BREEZE JACKET PRINT] 606006 – [COSTA HOODIE] 606426 – [JACKS POCKET TANK TOP] 606954 – [MAMBO LACE SHORTS] 607532 – [SHOREBREAK BACKPACK] 604014  
 JOÃO: [PARADISE SWEATSHIRT] 601404 – [FRIDAY NIGHT CUFFED PANTS] 602704 – [XL HOLDALL] 604044

—  
**SUN DOWN**  
 —



JOÃO: [PARADISE SWEATSHIRT] 601404 – [FRIDAY NIGHT CUFFED PANTS] 602704 + LUCÍA: [BREEZE JACKET PRINT] 606006 – [JACKS POCKET TANK TOP] 606954 – [MAMBO LACE SHORTS] 607532

After our boat trip we head back to our campsite to grab a bit of rest and relaxation. The sun is slowly coming down and the locals begin to celebrate the full moon, which is to arrive this very night.



—  
DRESSING UP  
—



LUCÍA: [NEOSWIM TRIANGLE BIKINI] 608314 + JOÃO: [RETROFREAK FRAME BOARDSHORT] 603138



[SUNRISE TANK TOP] 606904 - [HIGH WAIST BRICK SHORTS] 607506



[MIRISSA MOLDED WIRE BIKINI TOP] 608528  
[BEACH BLISS DRESS] 608910



Before we head out for dinner and drinks it's time to shower outside and get dressed for the night ahead.

LUCIA: [SURF CITY TANKTOP] 606922 - [ISLAND SHORTS PRINT] 607520 - [SANTA MONICA FEDORA] 609142 - [BATIDA BEADS] 609502 + JOAO: [7 SEAS T-SHIRT] 602322 - [STRINGER PATTERN SHORTS] 602504



—  
THE GOLDEN HOUR  
—



LUCIA: [BEACH BLISS DRESS] 60891 - [MIRISSA MOLDED WIRE BIKINI TOP] 608528 + JOAO: [STRINGER PANTS] 602706 - [JACKS BASE HYPERDRY T-SHIRT] 601718

As the sunsets we head out for dinner and a bit of spontaneous dancing. The rain begins to fall but no one seems to notice.



[365 HARMONY LEGGING] 607790 - [365 ADMIRE CROSS BACK TOP] 608544



JOÃO: [YARDAGET-SHIRT] 602301 - [SHIPWRECKS SHORTS] 602510 - [EASY RIDER BACKPACK] 604010 + LUCIA: [IN STYLE JUMPSUIT] 608931 - [ISLAND] 609528



—  
STRETCH AND BREATHE  
—

The next morning we are all a bit tired. It's been a long trip and we catch Lucia out in front of our house practicing her Yoga.



[FRAME PANEL T-SHIRT] 602326 - [DOMIN PATTERN SHORTS] 602506 - [CHAD PATTERN] 604512

—  
**RELAX**  
—

It's close to the end of our trip. We head down to an isolated beach and walk without saying a word. There are a few clouds in the sky but it is completely still. It's truly beautiful.



JOÃO: [FRAME PANEL T-SHIRT] 602326 – [DOMIN PATTERN SHORTS] 602506 – [CHAD PATTERN] 604512  
LUCIA: [EVENT TANK TOP] 606918 – [HOMELAND SHORTS] 607524 – [DITSY PLUS] 609520



[OKANDA SHIRT] 601316 – [FRIDAY AFTERNOON CHINO SHORTS] 602516



[EVENT TANK TOP] 606918 – [HOMELAND SHORTS] 607524 – [DITSY PLUS] 609520







LUCÍA: [BOUNDARY PARKA] 605106 – [OCEAN SWEATSHIRT] 606416 – [DENIM HIGHWAIST SHORTS] 607500 – [MOYA MARBLE FOAM] 609535  
JOÃO: [ILLUMINE BOARDSHORT JACKET] 601000 – [JACKS BASE HYPERDRY T-SHIRT] 601718 – [STRINGER PANTS] 602706

—  
LAST SPLASH  
—



One last splash and then we are on our way home.



TEAR OUT POSTER



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# FOR THE OCEANS

O'NEILL X PARLEY

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For us at O'Neill, the oceans have always been a source of inspiration and enjoyment. Without the ocean and waves we would not exist as an organisation.

Since 1952 O'Neill has delivered upon our promise of providing the best products to enable you to do what you love for longer. But with our position in the market also comes responsibilities. Responsibilities that we take very seriously. We of course will always focus on making quality product, but we also need to use our brand to raise awareness for those issues that we believe in strongly.

Starting in our Spring/Summer 2016 season, O'Neill has reaffirmed our commitment to the Oceans. Through a partnership with Parley for the Oceans and Bionic Yarn, O'Neill has begun a journey to help reduce ocean plastic, one of the most serious threats to our oceans and environment. We also will create initiatives around plastic reduction across our organisation. Just as Jack created the Sea Odyssey in 1996 with the goal of educating students on the importance of the relationship between the living sea and the environment, we wish to create programs that can bring about real change.

# PARLEY

## NEW STUDY SHOWS HOW MUCH PLASTIC IS REALLY IN THE OCEAN

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— AUTHOR: VIPE DESAI

For years we've been hearing about how plastic is reaching every corner of our ocean. Surfers have even traveled to some of the most remote locations on the planet only to find that plastic got their first.

It's no secret amongst environmentalists that plastic waste is a major problem plaguing our planet. Between the everyday products wrapped in plastic to single-use plastic bottles and grocery bags and even discarded fishing nets, the question of how much plastic is actually in our oceans has been eluding scientists. That is, until now.

After more than six years and over 50,000 nautical miles to conduct pelagic plastic research, Marcus Eriksen, PhD, Director of Research for The 5 Gyres Institute released a study with the alarming data on the amount of plastic waste that has taken up residency in our oceans.

The new study lead by The 5 Gyres Institute in conjunction with researchers from six different countries and data gathered from 24 expeditions estimates

more than a quarter million tons of toxic plastic pollution floating in the world's oceans. That's 5.25 trillion plastic particles weighing about 269,000 tons floating in the world's oceans.

The first global estimate of all plastic pollution in all oceans also shows that microplastics are not confined to the garbage patches.

*"Our findings show that that the garbage patches in the middle of the five subtropical gyres are not final resting places for floating plastic trash,"* Eriksen said. *"Unfortunately, the endgame for microplastic is dangerous interaction with entire ocean ecosystems. We should begin to see the garbage patches as shredders, not stagnant repositories."*

This new understanding of how the gyres shred and disperse plastics throughout our oceans presents us with another issue. The smallest particles of plastic are leaving the ocean surface, likely happening because of ingestion by marine life and deep sea currents taking microplastics from the gyres and distributing them globally.

*"The garbage patches could be a frightfully efficient mechanism for corrupting our food chain with toxic microplastics,"* Eriksen continued.



There are, however, solutions to turning the tide on plastic waste in our oceans.

*“Knowing that plastic pollution becomes hazardous waste in the ocean,” Eriksen said, “it is essential that innovative products and packaging designed for recovery replace the single-use, throw away culture of the past. The good news is, we don’t have to go out and clean the oceans, and if we stop adding to the problem, the oceans will clean themselves. It’s time to focus our mitigation strategies upstream from production to disposal. The status quo is not acceptable. Our goal is to vanquish the idea that oceans can bear our waste and to usher in an age of restoration and responsibility.”*

The 5 Gyres Institute, which uses research to motivate change, contends that companies must take responsibility for the entire life-cycle of their products. Working in collaboration with multiple government agencies, NGOs and responsible corporations, the 5 Gyres Institute will continue to support campaigns such as its ongoing effort to replace plastic microbeads in cosmetics and toothpastes with biodegradable alternatives.



[SLOGAN HYPERDRY T-SHIRT] 601710



JOÃO: [SLOGAN HYPERDRY T-SHIRT] 601710 – [FRIDAY NIGHT CUFFED PANTS] 602704

—  
THE PROBLEM  
WITH PLASTIC  
—

CLEANER OCEANS  
— CLEANER  
WAVES

O'NEILL  
X  
PARLEY  
FOR THE  
OCEANS

BIONIC

O'NEILL X PARLEY  
FOR THE OCEANS.

FEATURING BIONIC YARN,  
MADE FROM OCEAN PLASTIC.

O'NEILL

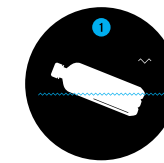
UNREASONABLE EXPECTATIONS SINCE 1952



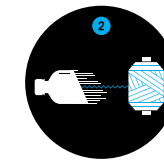
[SLOGAN HYPERDRY T-SHIRT] 601710 - [FRIDAY NIGHT CUFFED PANTS] 602704



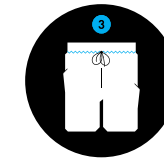
[1]



PLASTIC COLLECTED FROM THE OCEANS



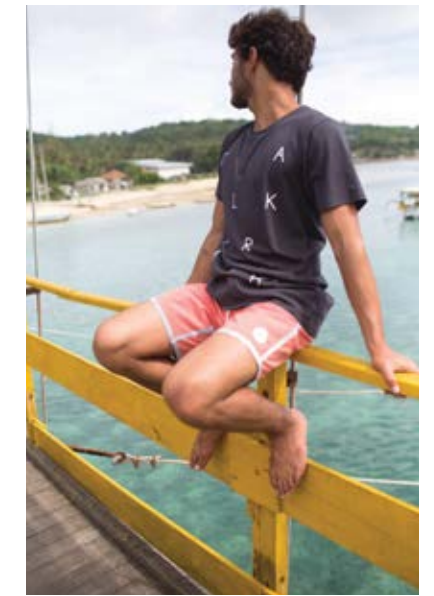
PLASTIC FIBRES USED IN BIONIC YARN



BIONIC YARN USED TO CREATE O'NEILL PRODUCTS



[2]



[3]



[4]



[5]

- 1: [GUARDIAN HYPERDRY T-SHIRT] 601706  
[FRIDAY NIGHT CUFFED PANTS] 602704
- 2: [TIDE OVER HYPERDRY T-SHIRT] 601716  
[RETROFREAK POSEIDON BOARDSHORT] 603130
- 3: [SLOGAN HYPERDRY T-SHIRT] 6017103
- 4: [CULT HYPERDRY T-SHIRT] 601708  
[HYPERFREAK OBLIQUE BOARDSHORT] 603108
- 5: [PERFECT LINES T-SHIRT] 602318



—  
**JOHAN DE LANGE**  
FOR THE OCEANS  
—

**Johan de Lange is an illustrator living and working in South Africa. His work runs the gamut from personal projects, to commercial work for the likes of Adidas, Red Wings and Samsung.**

**How has living so close to the ocean had an impact upon your artwork? Do you find inspiration from the ocean?**

Absolutely. The ocean is incredibly powerful. It's also extremely calming. It's crawling with weird almost extra terrestrial life, which I find absolutely inspiring. I'm often out with my plastic bag combing the beach for treasures in the form of smelly dead things to take home. Or finding little universes in the rock pools. After a period of intense work, I need to go to the beach, or walk up Lions Head and look out over the ocean, it brings balance to the city life.

**You have recently begun surfing. How would you describe your experience thus far?**

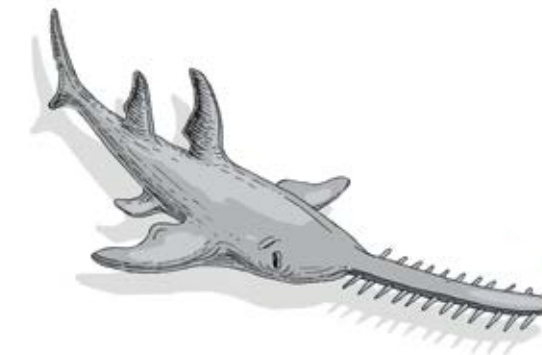
Yes! It's something that I have dreamt about doing all my life, spending most my youth in land locked Johannesburg. I always saw surfing as this almost impossible and mysterious thing. When I arrived in Cape Town, some friends invited me to go surfing at Muizenberg. Within less than an hour I caught a little wave and stood up. It's was the biggest thrill, I was smiling for the rest of the day. I surf on a long-board so its super chilled. You need a good wetsuit though, the water is pretty cold. And watch out for sharks, they love those waters!

**What's the arts community like in South Africa?**

The illustration art scene is awesome. It's super small compared to the States and England, so it's easy to know what everyone's doing. There's a lot of cool stuff being produced. Most of the guys that I have



[P. 34 - 35] POSTER: O'NEILL X PARLEY FOR THE OCEANS



admired for years are now close friends. We inspire each other, and sometimes collaborate on creative projects. Cape Town in particular is a very creative art/design oriented place. With many shops and galleries dedicated to illustration, art and design. There are also the serious fine arts guys, it's a different vibe though, but absolutely brilliant work coming out of SA.

**Your work tends to deal with the fantastical. Where do these bizarre ideas come from?**

I try to create worlds that you can look at over and over again, and see something different every time. Almost like it's alive and preserved inside a vivarium. I'm intrigued by things that you can't quite figure out instantly. The ideas are mostly just from my imagination but also rooted in things that inspired me while I was growing up. Day dreams, trying to escape the boredom of suburban life and school.

**You have a very distinct personal fashion style – how would you describe it?**

"Ha ha!" I would say its a very nautical style. It varies a bit from time to time. Sometimes captain, sometimes fisherman and sometimes eccentric prep-py guy who lives on his yacht.

**What can we expect next from you?**

I'm having my first solo exhibition in Cape Town in July. Then I'm publishing some books later this year. And I've been brewing beer with a buddy, so that could maybe turn into something interesting too.

**What are your favourite tools for the job (indian ink, pencils, mouse)?**

Rotring (13) technical pen for the black, and Wacom in Photoshop for the colour.







## TAI 'BUDDHA' GRAHAM

O'NEILL AMBASSADOR

### **HOW DID YOU BECOME INVOLVED WITH THE O'NEILL BRAND? HOW LONG HAVE YOU BEEN WITH US?**

— **TAI:** I was approached back in 2011 to help re-launch and somewhat re-brand O'Neill in Indonesia. I came on as a dual role of an athlete/ambassador & brand manager. We (O'Neill and Myself) worked on how we could work together to both benefit from the relationship. It's been a rad ride so far, the brand has achieved some great results, and I look forward for more good times to come!

nothing quite like surfing. We are very selfish creatures, we'll travel many miles on planes, trains, busses, horse and cart and sleep in dodgy little shacks and eat the most outrageous foods – just to score a perfect wave, or hopefully score. We get obsessed with weather charts, new boards are looked at more than our girlfriends, the smell of a fresh board and fresh wax is the best smell in the world. We get one crazy wave and we're on a high for days even weeks, we have a bad surf and we're grumpy assholes – we're pretty damn crazy. To me that's what makes surfing so special.

### **GROWING UP IN BALI — WHAT WAS YOUR FIRST EXPERIENCE WITH SURFING? WHAT MAKES INDO SO DAMN SPECIAL?**

— **TAI:** When I was a young boy, say around 3 years old I was in the Gold Coast, Australia, my dad would push me into waves and I was standing on boogie boards. When my mum re-located to Bali when I was around 7 or 8 years old I would stay out in the beach breaks near Kuta for hours. My sister's boyfriend, who was a lot older than me, was a surfer. He used to tease me for being a 'dick dragger'. Besides from wanting to beat him up, I wanted to surf, and surf better than him haha. I learned to surf on the beach breaks of Padma, just down from Kuta and never looked back. My mum would drop me off down the beach at 7am, she'd go take care of her business and come pick me up at sunset, around 6pm. I'd do this everyday during the holidays and everyday before and after school. Every single day. I was obsessed! I played rugby league when I was young and through my teens, I loved the team aspect of that sport and still play – but there's

### **ANY SECRET SPOTS YOU CAN SHARE WITH SURFERS? ANY MUST SEES OR MUST DO'S WHILE IN BALI? SECRET SPOTS?**

— **TAI:** Well they wouldn't be secret spots if I told you now would they hahah. But there's plenty of must see/do spots while your here in Bali, from Keramas, Canggu and Uluwatu the main three world-class surf spots to plenty of others off the beaten track. Honestly, to have this many world class waves condensed into this tiny little island is crazy. There's always somewhere offshore and fun in Bali, always. As far as after surf is concerned, am I allowed to plug my own bar? "Ha ha!" . Its called Single Fin in Uluwatu, its fun for a sunset cocktail, but we've got one of the biggest Sunday Sessions in Bali, bands and Dj's. There's Barbacoa, Sea Circus, Mamasan, Revolver, Nalu Bowls to eat at. I also love going to a little place called Bo & Bun that's right by my house for rad Vietnamese food. There's Deus, Old mans, Potato Head, La Planca and La Favela there all fun places to hang and party. You got all the shops like O'Neill of course, Drifter & Single Fin, for surf and swim. Shakuhachi, Faithfull, somewhere



for Ladies fashion ... gotta keep the lady happy. Man there's really everything you need here "Ha ha!" Climb volcanoes, ride elephants, dive shipwrecks – you name it. That's why I love Bali!

**OCEAN PLASTIC IS BECOMING A BIG PROBLEM — HOW BIG IS THE PROBLEM IN BALI? HAVE YOU NOTICED ANY IMPROVEMENT OR HAS IT GOTTEN WORSE?**

— **TAI:** This is a massive problem here, massive! The problem is that it's seasonal and because we live on an Island, we have trade winds blowing one direction for 6 months and the other direction for 6 months – we only see the problem for 6 months, then it magically disappears. It's been bad since I was a kid, especially in the wet season when the winds blow the trash into the island. In the dry season it's picture perfect. Education is super important. We need to work with communities to protect our oceans and understand the harmful effects that this plastic is having on our environment. We grow up with a sense of pride and protection of our lands, if we see someone throw trash out of the car we get pissed off, we feel it's our right to let them know that 'hey that's not cool'.

**AS A SURFER, WHAT IS OUR RESPONSIBILITY TO THE OCEANS?**

— **TAI:** We have a huge responsibility. Not only are some of us earning a living from the ocean in some way shape of form, but ultimately it's our playground, it's our go to place for inspiration, to get away and relax, to energise and exercise, it's our second home – and we sure as hell don't want to be living in a garbage bin!

**LONG TERM — DO YOU SEE THE PLASTIC PROBLEM EFFECTING TOURISM? IS BALI IN JEOPARDY OF LOSING THEIR LARGEST INDUSTRY IF THIS PROBLEM IS NOT FIXED?**

— **TAI:** Tourism is the biggest industry for Bali, plain and simply if the rubbish doesn't go away, the tourists will and so will the dollars, everyone will be affected. I've heard people say oh money isn't everything. Well unfortunately the cave man days of trading stones for food are gone and yeah the foreigners can go back to their countries and start again, even some of those have their whole life here, but the locals – they don't have anywhere to go, when the jobs stop the money stops and time get tough. I honestly don't think it will

ever go there, as there's too much money invested here, the government will step in and consult abroad and the foreign investment companies will work out a way to save their business. So in the end it will require some really dumb moves to let it go that far. There's some clever cat out there brewing up an idea to capitalise on this. It's an unfortunate way of looking at it but in reality I've always believed that unless there's money to be made or lost – only then will people act. Sad but true.

**HOW HOPEFUL ARE YOU FOR THE FUTURE OF OUR OCEANS — THIS INCLUDES THE REEF, THE SEA LIFE, ETC. IS IT TOO LATE OR CAN WE STILL MAKE A CHANGE?**

— **TAI:** 70% of the world's surface is ocean, they're still discovering what's down at the deepest depths, which shows you that it's an almost 'out of sight out of mind' mentality. We've already been to the moon but we're still exploring our own planet. The oceans are huge, we can't see most of it. We can't see half the shit floating around out there killing the marine life. It's not cool and I know everyone out there has a heart, has a brain and doesn't like it when they see disturbing images plastered across social media. But unfortunately we are consumers and competitors and we need shit, and when we're done we throw it away. We've created a disposable society. Humans will do almost whatever it takes to get ahead. That goes for the Oil companies drilling, the shipping companies, fishing, plastics, even your everyday Joe! You could say that almost every single thing/product made in the world has a relation to the ocean, whether it's the source, materials or the end product, it all ends up there. The ocean does filter itself we know that, but it's not a magical place where things just disappear, and at the rate of our population growth we need to realise this. We have to all come together and understand that the world and life works in balance and if we stuff one thing up then we're going to have to face those counter effects as well, and we may not like the outcome. Just like your surfboard, your guitar, your car and your body – let's fix it before it's too late! I am hopeful – but we need action. I have placed recycled bins, restricted water usage and tried to support green as much as I can in my business and personal life. It's easy to point and shoot – but in the end it all starts in our own back yards. We have to practice what we preach and lead by example! Sea Shepard, Green Peace, recycling campaigns – whatever your belief, we need to get behind these people, or create alternative ways to turn trash into treasure so to speak. Let's use our brains and our hearts so our future generations can enjoy this amazing planet we have ... and maybe go get barreled while they're at it! Peace!



—  
**'LET'S USE OUR BRAINS AND OUR HEARTS SO OUR FUTURE GENERATIONS CAN ENJOY THIS AMAZING PLANET WE HAVE'**  
—

[MIRISSA HIGH NECK BIKINI] 608330



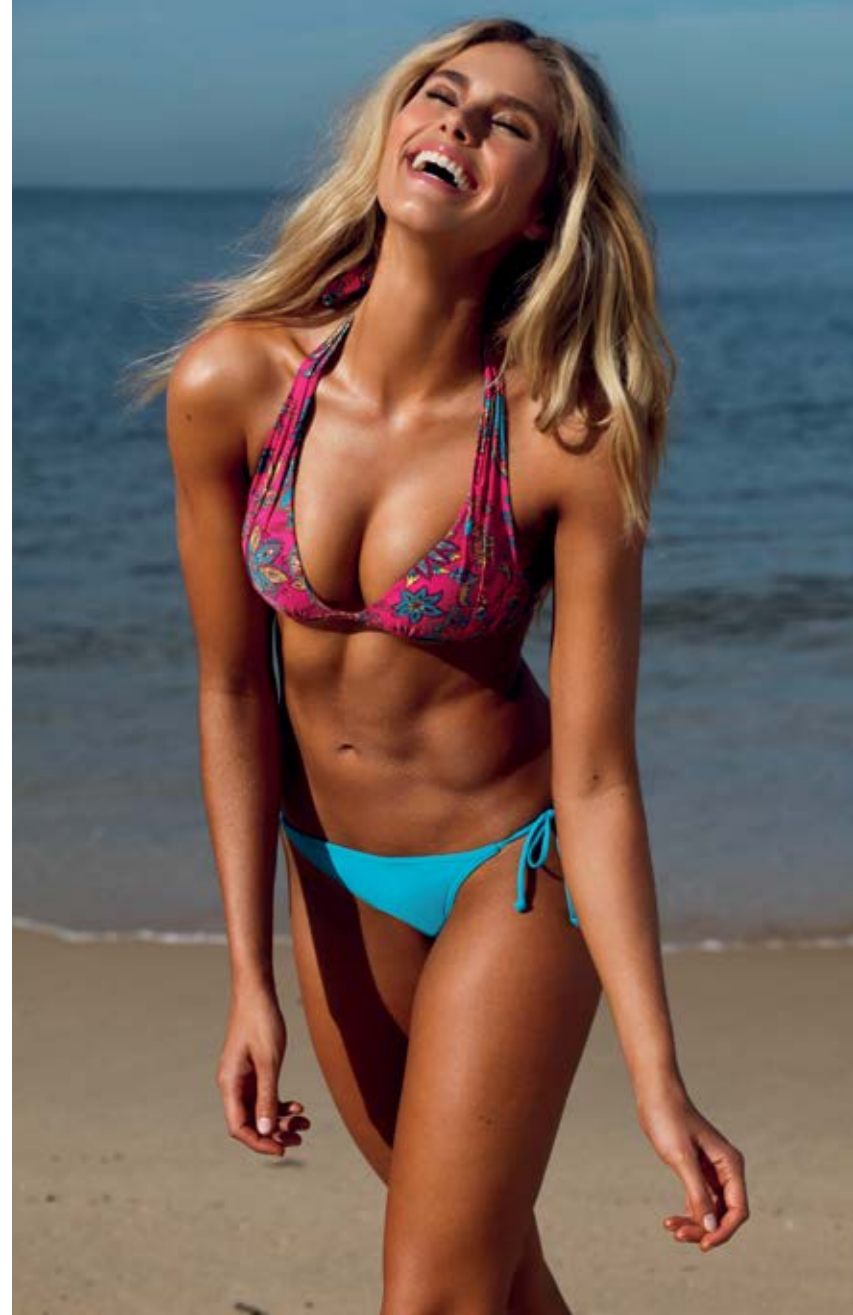
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# O'NEILL SWIMSUITS

FASHION-FORWARD

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It's getting hot (and hotter by the minute) Down Under. For this season, we head down to Byron Bay for a look at some of the sexiest and fashion-forward swimsuits from O'Neill. From our new neoprene collection – Neo Swim, to our new collection of Mix & Match bikinis featuring O'Neill Hyperdry for faster drying times, we have something for everyone to make the very best of the beach season.



[PAISLEY HALTER BIKINI TOP] 608508 - [SOLID TIESIDE BIKINI BOTTOM] 608580



[STRUCTURE HIPSTER BOTTOM] 608562 - [STRUCTURE TRIANGLE BIKINI TOP] 608520

MIX AND MATCH

O'NEILL SWIMSUITS

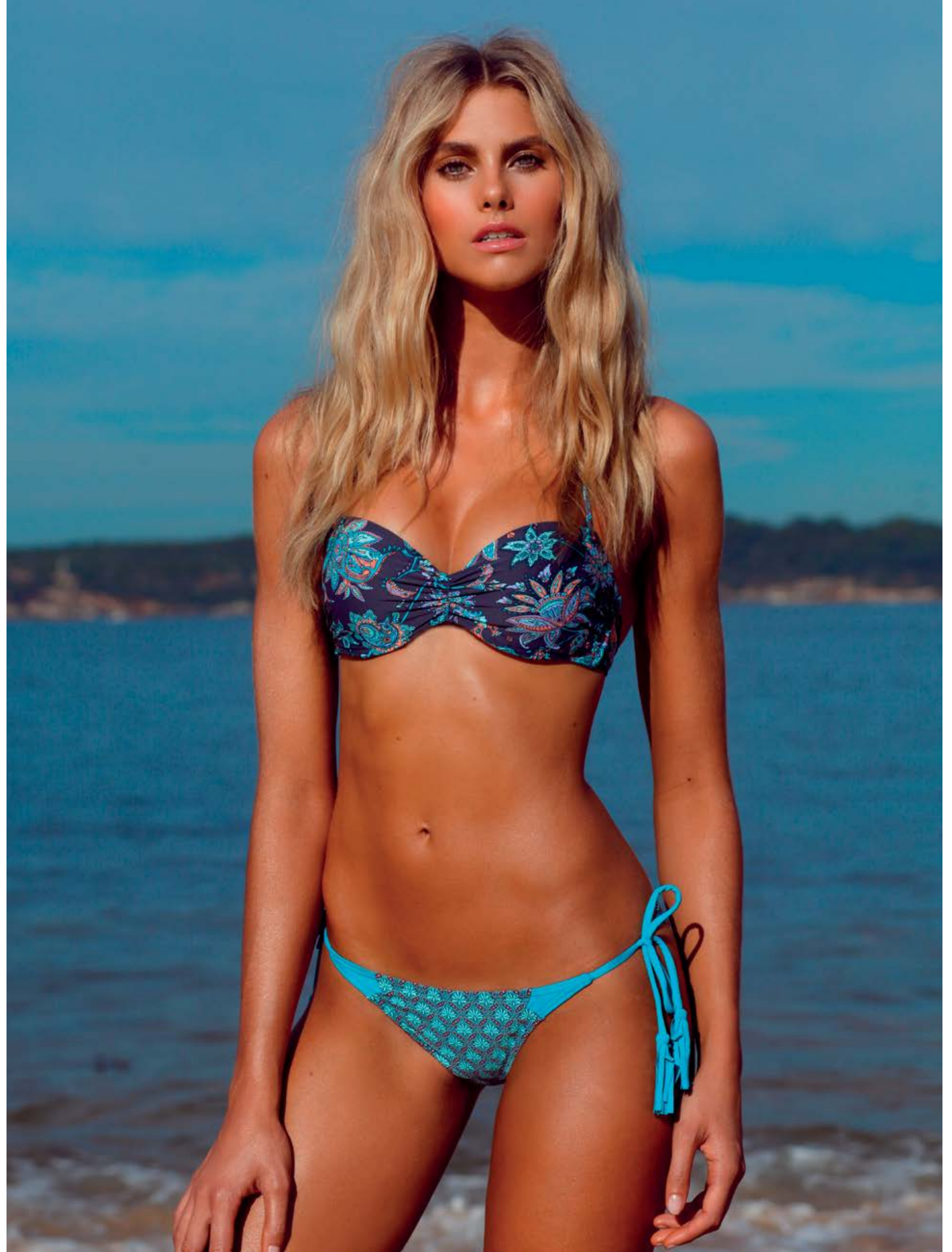


[SOLID HIPSTER BIKINI BOTTOM] 608578 - [PRECIOUS PONCHO] 608958

MIX AND MATCH  
O'NEILL SWIMSUITS



[STRUCTURE REGULAR BOTTOM] 608560 - [STRUCTURE MOLDED WIRE TOP] 608514



[PAISLEY TIESIDE BIKINI BOTTOM] 608554 - [PAISLEY MOLDED WIRE BIKINI TOP] 508504



[STRUCTURE REGULAR BOTTOM] 608560 - [STRUCTURE TRIANGLE BIKINI TOP] 608520

MIX AND MATCH

O'NEILL SWIMSUITS



[STRUCTURE MOLDED WIRE TOP] 608514 - [HIGH WAIST BIKINI BOTTOM] 608564



OUR MIX & MATCH  
BIKINIS DO SOMETHING  
THE OTHERS CAN'T  
— DRY FASTER



**O'NEILL**  
**HYPERDRY**

- + QUICK DRY
- + WATER RESISTANT
- + BREATHABLE

O'NEILL  
MIX & MATCH BIKINIS  
FEATURING  
O'NEILL HYPERDRY.

WET TO DRY  
UNREASONABLY FAST.

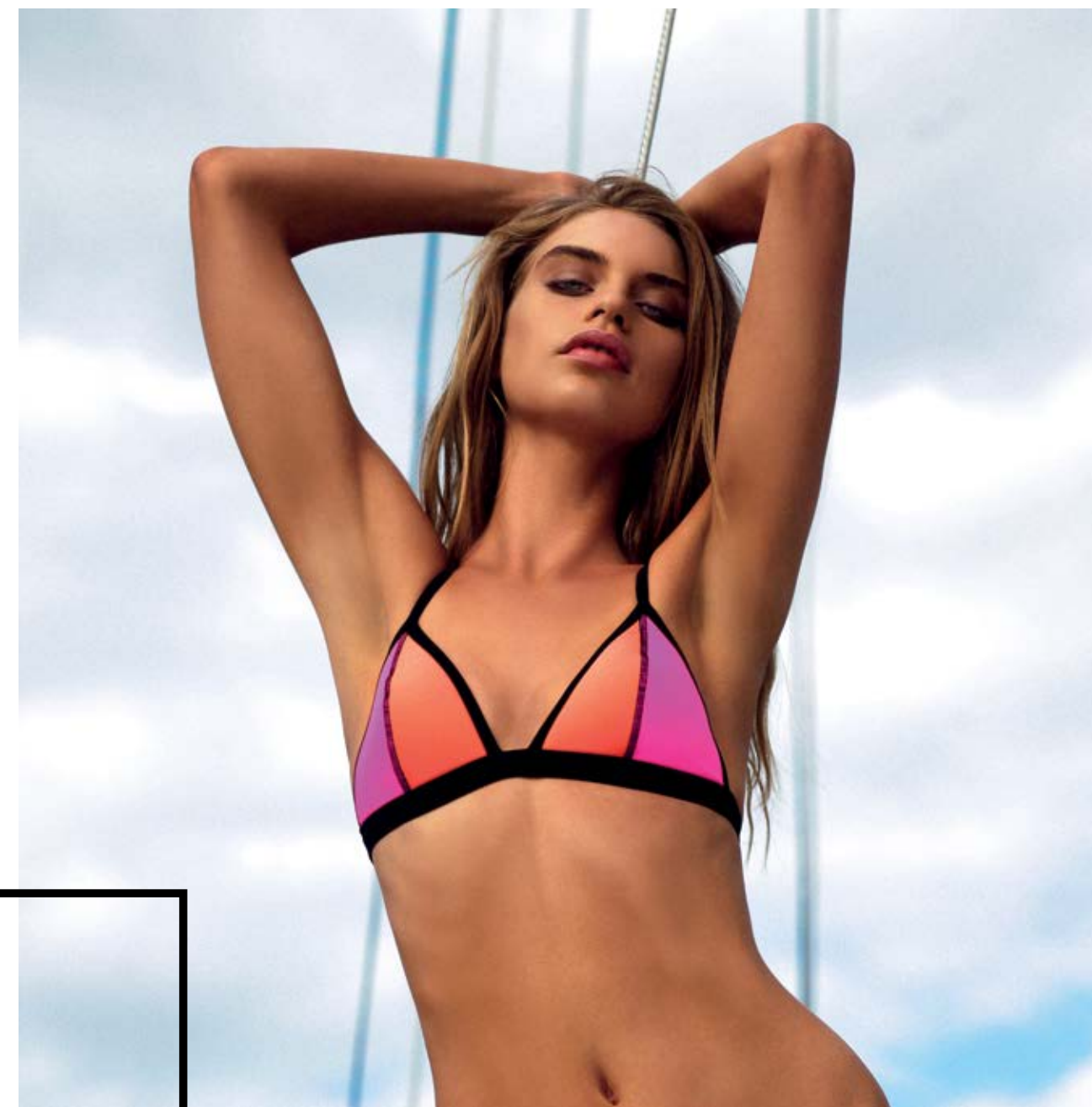
**O'NEILL** 

UNREASONABLE EXPECTATIONS SINCE 1952



[NEOSWIM TRIANGLE BIKINI] 608314

—  
NEO SWIM  
O'NEILL SWIMSUITS  
—



[NEOSWIM TRIANGLE BIKINI] 608314

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# JORDY SMITH

SIGNATURE BOARD SHORT

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We recently sat down with O'Neill team member and WSL surfer Jordy Smith in between stops on the world tour. Just stepping out of a session on the water, Jordy was kind enough to talk about surf, style and his newest signature board short.

**Q** Hey Jordy, we know that you tend to get involved on the design of your signature board short. How much time and effort is involved? Where do you spend your time?

**A** Yes, I'm pretty active. I like to give them some ideas of what I want and color ways. Sometimes the design is a bit out there for the market (Jordy laughs) but we always find a happy medium.

**Q** Your signature board short has evolved a good deal over the years. The short now dries even

faster and is lighter than ever before. Were these all requests that you made?

**A** I have made quite a few requests to the designers as to what I want. I share my thoughts with them and then I leave it to the design team to take it from there. I need boardies that are flexible, light, bold and quick drying. This is what you get in my board shorts.

**Q** How would you describe your personal style?

**A** I'd say that it is creative and experimental.

**Q** You have a bit of a sneaker fetish – how many pairs are you up to?

**A** Ha, I'm not even sure any more – maybe around 100.

**Q** #23 is something that we've seen on your back in contests. Is this a tribute to the basketball legend Michael Jordan?

**A** Yes, I guess in a way it is. My first name is Jordan and my second name is Michael and I grew up in house numbered 23.



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'THE FASTEST & LIGHTEST  
O'NEILL BOARD SHORT EVER'

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O'NEILL HYPERFREAK HYDRO

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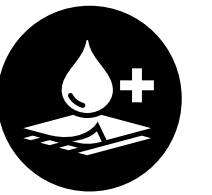


The all new Jordy Hyperfreak Hydro is all new for Spring/Summer 2016 and is now the fastest and lightest board short that O'Neill has ever manufactured and features 170% stretch and welded body construction.

EXIBLE, LIGHT

JUST LIKE  
JORDY

— WE ARE TAKING  
PERFORMANCE TO  
THE NEXT LEVEL



**O'NEILL**  
**HYPERDRY**

- + QUICK DRY
- + WATER RESISTANT
- + BREATHABLE

THE ALL NEW JORDYFREAK  
WITH O'NEILL HYPERDRY.

OUR FASTEST DRYING AND  
LIGHTEST BOARDSHORT EVER.

**O'NEILL** 

UNREASONABLE EXPECTATIONS SINCE 1952



— X —  
**LIBERTY**  
ART FABRICS



**FASHION OR FUNCTION?**  
— BOTH.



**O'NEILL**  
**HYPERDRY**

- + QUICK DRY
- + WATER RESISTANT
- + BREATHABLE

PREMIUM LIBERTY FABRIC  
MEETS PREMIUM O'NEILL HYPERDRY.

WET TO DRY UNREASONABLY FAST.

**O'NEILL** 

UNREASONABLE EXPECTATIONS SINCE 1952