

INTRODUCTION

Surf culture is ever so present in fashion, especially in California, the sportswear capital of the world. Surf culture is the fashion, language, and lifestyle that surrounds surfing and beach going. As a resident of Laguna Beach, California, surf culture is a huge part of my daily life. I also dream of being a designer, so this project is really exciting.

RESEARCH METHODOLOGIES

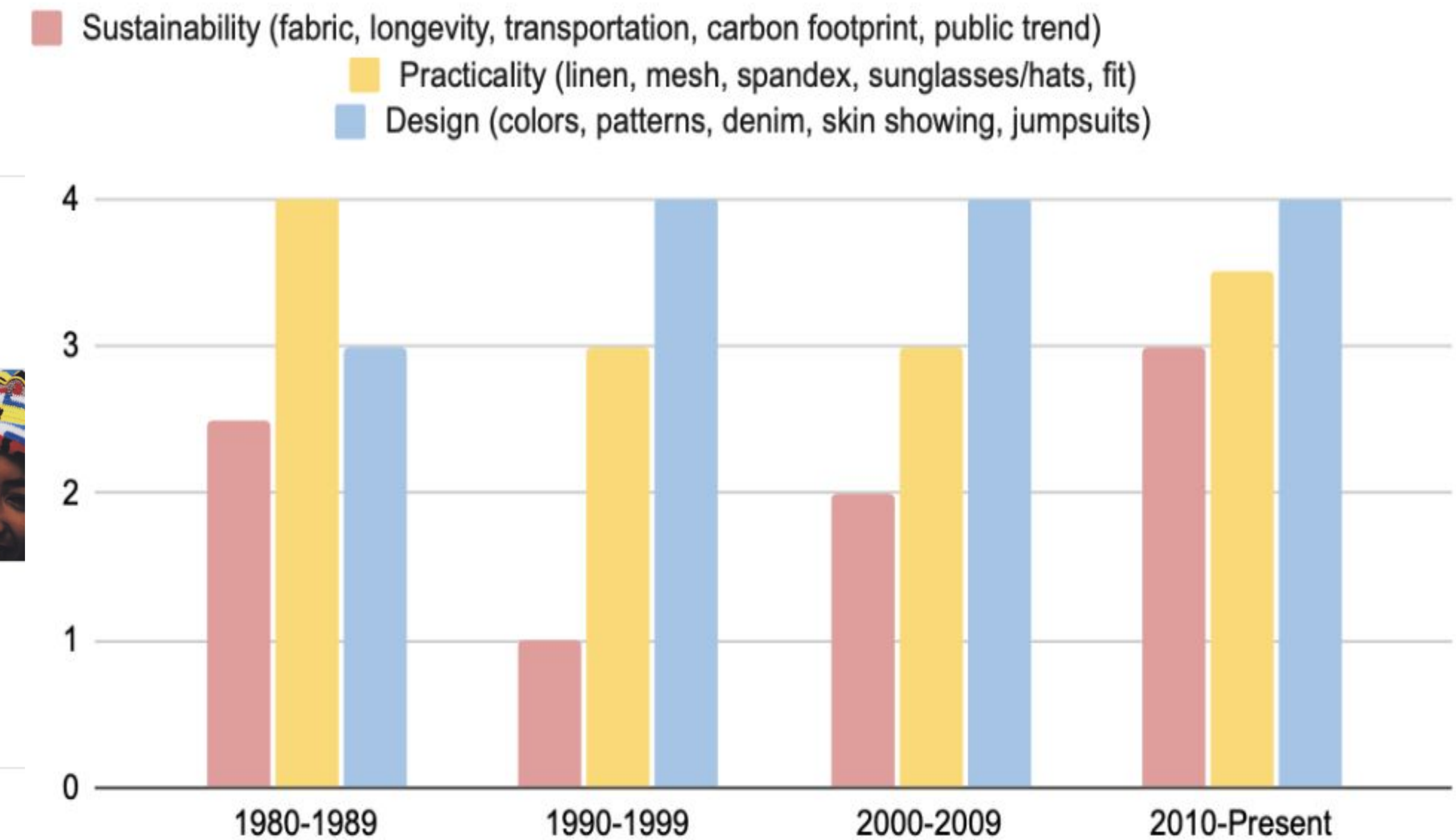
The research was conducted via analyzing past and present styles/trends seen in surfwear and their common factors; sustainability, practicality, and overall design. I arrived at these factors by analyzing vintage fashion magazine articles on the way surfers dress and why. My research was conducted by accessing Vogue archives using an online Los Angeles library card, along with the internet and social media. The specific goal was to compare these surfwear factors to fashion broken down by decades. This resulted in a chart packed with information and photo evidence/lack thereof to demonstrate these factors in each decade. I came up with a points system to measure out the level of surf culture each year to create the graph pictured.

DISCUSSION, ANALYSIS, AND EVALUATION

Points System		
Sustainability	Practicality	Design
Biodegradable/recyclable/non environmentally taxing fabrics	Linen (regulates temperature)	Primary + bright colors
Distance from US	Mesh (breathable)	Patterns + prints
Location (corruption, pollution, carbon footprint)	Spandex (stretch + ease of wear)	Denim
Longevity/vintage	Sunglasses/hats	50% or more skin showing
Public opinion	Loose clothing	Bodysuits

Decade	Practicality	Design
1980-1989	<p>"the looks that go nonstop" article title - linen (valentino's linen collection)</p> <p>"day dressing that has all. warm weather ease" 1983 issue</p> <p>wear as a jacket or a coverup - could also go under style n design</p> <p>sunglasses 1989</p> <p>bucket hat 1989</p> <p>baggy loose clothing is big in 80s</p>	

Surf Culture Represented in Women's Fashion From 1980 - Present Day



CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

It can be concluded from the data that sustainability had the biggest range, with the lowest level being in the 90s and the highest being present day. Sustainability is a huge part of surf culture because surfers are very connected to the earth. They spend a lot of their time in the ocean and it is important to them that the planet is taken care of. The results imply that in the 80s, we did not have sustainable resources and then in the 90s, fast fashion was born which caused sustainability to drop lower. Today, we are making a conscious effort to help sustain our planet. The data also shows that both practicality and design have not fluctuated as much since 1980, although there was still some change based on different factors.

ACKNOWLEDGEMENTS / REFERENCES

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