**Seasonal Mantra:**

This is the story of a girl who carries warmth with her wherever she goes, even when it’s freezing outside. She shares light, love, good vibes, and the best shreds with all who cross her path, leaving each person the better for it. She doesn’t need a reason to give, and in turn, she gains the world. She is kind, she is giving, she is joy, she is life—she is what this season is all about embodied.

**Majestic Moon:**

Taglines:

Moonlit journey

Fly by night

When day fades into night

Guided by stars

Stars in her eyes

Wishing upon stars

Night song

So long setting sun

Following the sky

Signs in the sky

Through the looking glass

Midnight mischief

Mystical mischief

Kiss the sky

**Dream Chaser:**

Taglines:

Wind song

Wind whispers

Her drum, her beat

Under her own spell

Gypsy rebel

Voodoo child

Sweet devil

Wild child

Against the wind

Rebel rouser

Forward journey

No turning back

Reckless wanderer

Dream on dreamer

**Designer’s Closet Collection:**

Taglines:

All or nothing

At the edge of the world

Behind the veil

Wild hearts run free

Upward and onward

Foxy lady

Backstage pass

Running the show

Time to shine

Free to be

**Denim:**

Taglines:

Blue jean baby queen

Cowboy princess

One for the road

Born to run

Ramble on

Denim daydreams

Dancing in denim

Dreaming in denim

Back to basics

Ready to ride

Jean journeys

Hungry for adventure

Into the great wide open

Wandering and wondering

**Sweaters:**

Taglines:

Comfy and cozy

Wrapped in warm

Cold front

Cold currents

Warm soul, happy heart

Warm me up

Snug soul

Cozy calling

All wrapped up

Sweater weather

**Surf Capsule**

Taglines:

Home for the holidays

Home is where the beach is

Winter breaks

Endless summer

Still feeling swell

Solstice shreds

Ocean calling

Salty soul

Sea spells

Saltwater queen

Saltwater healing

Take me to my happy place

Set us free in the open sea

Salt in the air, sand in my hair, surf in my soul

**Swim**

Taglines:

Sea song

Lost at sea

Ocean crossing

Get us to the sea

Sky. Sand. Salt. Sea.

Sandy soul forever

You, me, and the sea

Take me to the water

Let the sea set you free

Mermaid in the making

I left my heart by the ocean

I left my heart at the beach

Suns not out, buns still out

Living in sunshine

**Dresses:**

Taglines:

Draped in free

Dates with destiny

A forever sense of wonder

Wild hearts run free

Running towards free

Searching for soul

Going with the flow

Flyaway fancies

Fancy-free frocks

Footloose and fancy-free

Easy come easy go

**Jackets:**

Taglines:

Breezy come breezy go

Worldly winds

Ready for anything

Welcome adventure

Keep calm and wait for snow

Life’s also a mountain

Hope for snow

Cold fronts, warm heart

Love, laugh, shred

The slopes are calling

Baby it’s cold outside

**Accessories:**

Taglines:

The star on top

Shine even brighter

Along for the ride

Gems for the journey

Brilliant baubles

Beauty is in the details

From water to sand

Beach bling

Board bling

Gypsy goods

**Tees:**

Taglines:

Top it off

On top of the world

Hang on loosely

Less traveled paths

Lost in a daydream

Into the great wide open

Dream weaver

**Surf vibes:**

Taglines:

Forever stoked

I left my heart in the waves

Home is where the waves are

You can’t stop the waves

Gone surfing

Stay salty

Stay stoked

Seas the day

Make waves

Surf, jam, live in a van

Dream big, surf hard

Live slow, surf fast

Saltwater heals all

Go with the flow

Call of the sea

You had me at aloha

Learn to love the ride

Peace, love, surf

Aloha never dies

In search of the endless summer

**Holiday vibes:**

Taglines:

Home for the holidays

Put sand/snow/surf in their stocking

Sandy stockings/snowy stockings

Tis the season for surf AND snow

Let it snow, let it snow, let it snow

Giving the gift of stoke

Giving is receiving

Dreaming of a white Christmas

Make their Christmas white

Mele Kalikimaka

Believe in the magic

The stars are brightly shining

Meet me under the mistletoe

Kisses at midnight

Make them feel jolly, joyous, and forever stoked

Spreading good stoke

Good friends, good swells/shreds, good times

Heaven and nature sing

May your days be merry and full of stoke

**Palm Springs vibes:**

Taglines:

Less road more trip

Lost in the desert

Gone to Palm Springs

Palm Springs is always a good idea

Keep calm and escape to the desert

Desert escapes

Snowbirds

Winter weary

Winter break

Searching for sun

Sun>snow

Drenched in sunshine

Peace, love, Palm Springs

In search of a desert escape/sunrise/oasis

In a desert state of mind

Poolside, pina coladas, Palm Springs

Thawing out in Palm Springs

Meet me in Palm Springs

Searching for sunshine

Take me where the sun never stops shining

**Mammoth/cold weather vibes:**

Taglines:

Eat. Sleep. Ride. Repeat.

Life is better on the slopes.

Chairlifts get me high

Closer to heaven

Paradise doesn’t have to be tropical

Life’s a mountain too

Let it snow

Keep calm and board on

Thank God summer is over

A storm is coming

Baby it’s cold outside

She will move mountains

Black diamonds are a girl’s best friend

It’s snowing somewhere

It’s better up here