**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