

## Mission Statement

*Surfiliation, Inc.* was developed with the intention of nurturing and growing the spirit of a local surf community. Our mission is to offer apparel, accessories, and hard goods that cater to surfers of all skill levels and philosophies. The goal to create a home for the apparel brand *Surfiliate* has allowed for the opportunity to grow a local design firm and offer options to surfers for apparel that is designed and manufactured within the United States. The styles are carefree and comfortable with functionality and performance as a main focus. The surfing lifestyle is continuously updating and manufacturing in smaller scales and relatively local allows for faster production and delivery of garments. Nurturing the independence and creativity of the boardriding community is the main focus and intention for *Surfiliation, Inc.* and we will stop at nothing to maintain our core mission and roots.

Authenticity, passion, and individuality of our consumers is what drives the goal of our store, whether through our private label brand or through the vendor relationships that we have chosen to cultivate. Our consumer is adventurous and can appreciate the aesthetic qualities of nature. The philosophy of surfing transcends mind, body, and soul, and our mission is to cater to all aspects of the surfing community.