Rittenhouse signs surfwear retailer Rip Curl

By Jondi Gumz

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SANTA CRUZ » Come this spring, global surfwear retailer Rip Curl will open a flagship store retail shop in the Rittenhouse

in the E.C. Rittenhouse Building Building, completed in 2008 just by its Australian co-foundin downtown, according to Jon as the economy crashed. Stansbury of Terranomics Retail Services, who represented first tenant, moving in October 5,295 square feet on the ground the landlord.

The addition will be the first some 90 employees.

Rip Curl, which is controlled

ers Doug Warbrick and Brian Tech startup Looker was the Singer, signed a 10-year lease for and filling the top floor with floor in the four-story building on Pacific Avenue.

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Surfwear

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The retailer is taking the corner space, which offers gigantic windows for merchandise displays on both Pacific Avenue and Church Street.

Rip Curl will join two other surfwear retailers downtown, with O'Neill and Pacific Wave a block

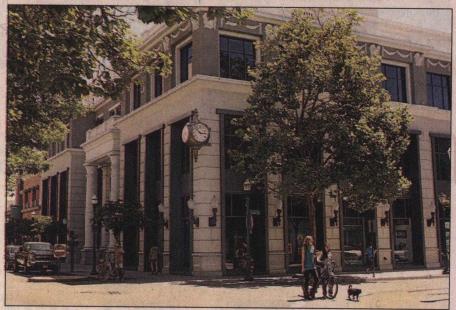
Stansbury said it's his understanding the new location will be Rip Curl's largest in California.

He said he did not think it would affect Rip Curl's existing stores at 1604 Mission St., an outlet with discount prices, and at 753 41st Ave. in Pleasure Point.

In October, Eli Greenblat of the Australian Business Review said Rip Curl "dodged the earnings wipeout" that has sunk many of its competitors.

Singer, the board chairman, credited rising sales in Brazil, Indonesia and the U.S., for a 63 percent increase in profit for the year structure pay off. that ended June 30.

Curl posted a loss in 2012 lar restructure that closed quarterly loss.



DAN COYRO - SANTA CRUZ SENTINEL FILE

Rip Curl has signed a lease to open a 'flagship' store on the street level of the Rittenhouse Bulding. With O'Neill across the street and Pacific Wave nearby, the addition of Rip Curl will place three surf shops within steps of each other in downtown Santa Cruz.

some stores and terminated employees.

The management put the company up for sale last year but took it off the market when suitable offers did not come in and saw the re-

Meanwhile, two Austra-Founded in 1969, Rip lian competitors did not fare as well. Billabong redue to declining revenues ported a loss for the year, and a multimillion-dol- and Quiksilver posted a

town Santa Cruz are in the works.

O'My Sole plans to move metro/ from 1306 Pacific Ave. into the former Vault Gallery, a two-level shop at 1339 Pácific Ave. with more than twice the space. The move date is Feb. 1.

been working on plans to

Other changes for down- ceiving more than 30 suggestions at http://www. spotmojo.com/openspot/

Properties at 806-810-812 Pacific Ave. and 305-309 Front St. changed hands this year with the new owner working on plans for retail topped by Santa Cruz Metro has housing. Consultant Owen Lawlor said he is "working "reimagine" the bus sta- feverishly" on the project tion at 920 Pacific Ave., re- but has nothing to report.