



2011 SIMA Image Awards Nominees

OVERALL AWARDS

Breakthrough Brand of the Year

Criteria: Recognizing the small- to mid-size men's or women's brand that experienced breakthrough growth between January 1 and September 1, 2011. Consider surfboard, apparel, footwear, wetsuit and accessory brands that had a breakthrough year through product development and/or increased brand recognition and appeal. Nominated companies can be new or established brands, but must have annual U.S. sales of at least \$1 million and no more than \$20 million. (Previous winners of this category are no longer eligible for five years.)

Analog Clothing
Firewire
Futures
Quiksilver for Girls
Stance

Breakthrough Retailer of the Year

Criteria: Recognizing the specialty retailer with 15 U.S. brick and mortar doors or less that experienced success in 2011, between January 1 and September 1. Consider the specialty retailer that had a breakthrough year in terms of sales and increased store recognition and appeal. (Previous winners of this category are no longer eligible for five years.)

Bird Rock, La Jolla
Hanger 94, San Diego
Maui Nix, Ft. Lauderdale
Surf Diva Boutique, La Jolla

PRODUCT AWARDS

Accessory Product of the Year

Criteria: Awarded to the accessory product from Spring or Fall 2011 product lines (at retail between January 1 and September 1, 2011) that featured the most exciting innovation, design or appeal. Accessory products such as watches, eyewear, headphones, socks and other accessories can be considered.

The FIX by Skullcandy
Knoxville by Electric Visual
Sun Care by Sun Bum
The TPS by Nixon
Volcom X Krochet Kids Collab Beanie by Volcom

Environmental Product of the Year

Criteria: Awarded to the most exciting, appealing and/or innovative environmental surf product from Spring or Fall 2011 product lines (at retail between January 1 and September 1, 2011). Consider apparel, footwear, accessory, wetsuit, surfboard or any other surf-related product that was created to lessen the impact on the environment, whether through its manufacturing process, materials or usage of the product itself.

Green Flex by FCS
Recycled Boardshort Series by Billabong
RG8 (Re-Generate) Recycled Series by O'Neill Wetsuits
Shift Into Neutral Collection by VonZipper
V.Co-Logical Fall 2011 Dress by Volcom

Footwear Product of the Year

Criteria: Awarded to the footwear product from Spring or Fall 2011 product lines (at retail between January 1 and September 1, 2011) that featured the most exciting design, appeal or innovation.

Cruisers by Roxy
Evolution Series by Kustom Footwear
Jimbo Phillips V.Co-Lab Vocation Creedlers by Volcom
Mea Ola by OluKai
Surfsider by Vans

Hardgoods Accessory Product of the Year (new category)

Criteria: Awarded to the surf hardgood accessory product from Spring or Fall 2011 product lines (at retail between January 1 and September 1, 2011) that featured the most exciting innovation, design or appeal. Accessory products such as fins, leashes, bags, wetsuit accessories (heat vests, boots, etc.) and other hardgood accessories can be considered.

Cypher PS+ Heat Vest System by Quiksilver
DNA Flex Mold Leash by Creatures of Leisure
Drylock TS Boot by Xcel
H-Bomb Heated Vest by Rip Curl
Techflex by Futures

Surfboard of the Year

Criteria: Awarded to the surfboard model from Spring or Fall 2011 product lines (at retail between January 1 and September 1, 2011) that featured the most exciting design, appeal or innovation.

Fred Rubble by Channel Islands Surfboards

Sub-Scorcher by ...Lost Surfboards

Sweet Potato by Firewire

Slayer by Rusty Surfboards

Wetsuit of the Year

Criteria: Awarded to the wetsuit from Spring or Fall 2011 product lines (at retail between January 1 and September 1, 2011) that featured the most exciting design, appeal or innovation.

Cypher Fuseflex by Quiksilver

Drylock by Xcel

FLASHBOMB by Rip Curl

Psycho by O'Neill Wetsuits

Solution Xero by Billabong

MEN'S AWARDS

Men's Apparel Brand of the Year

Criteria: Awarded to the men's apparel brand that featured the most exciting designs, increased its brand appeal, and grew its business between January 1 and September 1, 2011.

Billabong

Hurley

Quiksilver

RVCA

Volcom

Men's Boardshort of the Year

Criteria: Awarded to the boardshort product from Spring or Fall 2011 product lines (at retail between January 1 and September 1, 2011) that featured the most exciting design, appeal or innovation.

Bruce Annihilator by Volcom

Cypher Alpha by Quiksilver

MIRAGE by Rip Curl

Phantom 4D by Hurley

Platinum X Recycler Series by Billabong

Men's Marketing Campaign of the Year

Criteria: Awarded to the men's apparel, footwear, wetsuit, hardgoods, accessory or media brand that produced the most creative marketing campaign in 2011. Consider men's brands that displayed a creative, cohesive and consistent brand message in print, digital and point-of-purchase materials. Campaign must have first appeared in consumer print publications with an on-sale date between January 1 and September 1, 2011 (approx. the September or October issues of endemic magazines.)

"Collection Campaigns" by Nixon

"Destroys Boredom" by Volcom

"I Surf Because..." by Billabong

"Kelly Slater 10x World Title" by Quiksilver

"True Innovation" by Hurley

Men's Retailer of the Year

Criteria: Awarded to the specialty retailer that featured the best selection, product mix and merchandising in the men's category between January 1 and September 1, 2011.

Brave New World, New Jersey
Huntington Surf & Sport, Huntington Beach
Quiet Flight, Cocoa Beach/Orlando
Surfride, San Diego
Surfside Sports, Costa Mesa

WOMEN'S AWARDS

Women's Apparel Brand of the Year

Criteria: Awarded to the women's apparel brand that featured the most exciting designs, increased its brand appeal, and grew its business between January 1 and September 1, 2011.

Billabong
Insight
O'Neill
Roxy
Volcom

Women's Marketing Campaign of the Year

Criteria: Awarded to the women's apparel, swimwear, footwear, wetsuit, hardgoods, accessory and media brand that produced the most creative marketing campaign in 2011. Consider women's brands that displayed a creative, cohesive and consistent brand message in print, digital and point-of-purchase materials. Campaign must have first appeared in consumer print publications with an on-sale date between January 1 and September 1, 2011 (approx. the September and October issues of endemic magazines.)

"Beach You To It" by Roxy
"Create Your Mark" by Vans
"New Wave" by Billabong
"Untitled" by Insight
"Volcom Brand Jeans" by Volcom

Women's Swim Brand of the Year

Criteria: Awarded to the women's swim brand that featured the most exciting designs, increased its brand appeal, and grew its business between January 1 and September 1, 2011.

Billabong
L*Space by Monica Wise
Roxy
TAVIK
Volcom

Women's Retailer of the Year

Criteria: Awarded to the specialty retailer that featured the best selection, product mix and merchandising in the women's category between January 1 and September 1, 2011.

Hanger 94, San Diego
Huntington Surf & Sport, Huntington Beach
Jack's Surfboards, Orange County
Surf Diva Boutique, La Jolla
Surfside Sports, Costa Mesa

