

Brand Presentation



Hot Tuna

Intro



The iconic surf brand



- One of the standout world brand success stories of the 80's and 90's
 - Achieved cult status and a huge following
 - Now its time for YOUR chance to be a part of Hot Tuna's next exciting chapter
 - And take Hot Tuna to even greater heights across the globe



HOT TUNA

History



Becoming Hot Tuna



In 1960 Hot Tuna is born in Australia, the product of a diehard Aussie surfer's vision and his fashion designer wife's talent.

Hot Tuna grows up in Australia, moves on to California and fast spreads across the world on the backs, bums and boards of surfers.

In the 80's, the Hot Tuna piranha logo becomes a powerful motif for the decade.

Along the way, the brand achieves cult status and is taken up by numerous notable names, including pro surfers Richie Lovette, Robbie Page, Beau Emerton and Drew Courtney.

In the 2000's, the brand drives further into the US and UK markets.

2006, supermodel Elle Macpherson becomes a brand ambassador and executive director.

In 2012, Hot Tuna enters the IBML stable.



Hot Tuna

Values

Brand Attitude

- Hot Tuna was born in Australia in 1969.
- The product of a diehard Aussie surfer's vision and his fashion designer wife's talent.
- Huge global success and cult status following with the piranha logo being seen everywhere from Australia to the US and UK.
- Surf is first and foremost but Hot Tuna now crosses over into other watersports, the winter snowboard season and other action and extreme sports.
- Hot Tuna is a lifestyle choice not a fashion choice - it's a way of life, not just clothing.
- It's fun, laid back and doesn't take itself too seriously.



hot tuna

Profile



Who is Hot Tuna?

Hot Tuna is young

Male and female. From late teens through 20's, but also with an older following in the surf crowd - into their 30's.

Hot Tuna is into surf

Its all about the water - surfing windsurfing, water skiing.

Hot Tuna is laidback

Hot Tuna embodies the free and easy surf lifestyle and the customer buys into that.



Hot Tuna

Profile



Hot Tuna is authentic

The customer is the real deal. He or she is into boardriding and their clothes mark them out as belonging to that scene. Its a unique crowd that wants to stay true to the roots of the sport.

Hot Tuna is fun

The customer wants excitement and fun, and doesn't take life too seriously.

TO THE BEACH >



HOT TUNA

Profile

Your Hot Tuna Customer Wants...

The lifestyle

Hot Tuna isn't selling fashion, it's selling lifestyle. The customer identifies with the free and easy attitude of the surf crowd, following the sun and the waves.

Casual clothing with an edge

Hot Tuna clothes embody the laidback lifestyle, so they're fun and relaxed. But for a crowd that sees itself outside of the mainstream, they're also edgy and trend-conscious.

Quirky designs

The Hot Tuna piranha logo has always marked the brand out as being different and quirky.

Contemporary designs build on that to continue attracting a customer who wants to identify with the surf lifestyle.



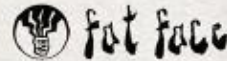
Hot Tuna

Positioning



Brand positioning

- Reaches across all sectors of boardriding from casual to serious sport.
- Premium quality brand, sitting alongside O'Neill, Rip Curl, Quiksilver and Oakley.
- Captures the laid back, easy going vibe of the surf crowd.
- Attracts young audience outside the mainstream with fun, quirky, edgy designs.



Casual / Lifestyle

Serious Sport



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Product



Product Opportunities

Apparel

Footwear

Accessories

Bags, eyewear, leather goods, watches

Sports Equipment

Surfboards, skateboards, snowboards



HOT TUNA

