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## The Best of the 2014 SIMA Image Awards

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**L**ast week at The Grove in Anaheim, the SIMA Image Awards hosted an epic night. Honoring the best of the surf industry from 2014, the SIMA Image Awards is the only awards program that gives SIMA members and surf specialty retailers the opportunity to recognize fellow surf industry companies for their outstanding contributions to the surf industry. The goal of the SIMA Image Awards is to identify the surf industry's most influential companies and recognize them for their efforts to advance and grow the industry over the past year.

Here are the 2014 SIMA Image Awards Winners & Nominees (winners indicated in bold and star next to their name):

### **OVERALL AWARD**

#### **Breakout Brand of the Year**

Beach Riot  
Catch Surf  
OTIS  
Roark Revival  
**\* Vissla \***

### **MEN'S AWARDS**

#### **Men's Apparel Brand of the Year**

Billabong  
RVCA  
**\* Vans \***  
Vissla  
Volcom

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### **Men's Boardshort of the Year**

JordyFreak by O'Neill

Mirage by Rip Curl

**\* Mod-Tech by Volcom \***

Spinner Lo Tide by Billabong

Zulu by Vissla

### **Men's Marketing Campaign of the Year**

"Creators & Innovators" by Vissla

"Life's Better in Boardshorts" by Billabong

"Surfing is Everything" by Rip Curl

"True to This" by Volcom

**\* "Volume 7: Rocketship to Reykjavik"**

**by Roark Revival \***

### **WOMEN'S AWARDS**

#### **Women's Apparel Brand of the Year**

Billabong Women's

O'Neill Women's

Rip Curl

RVCA

**\* Volcom \***

#### **Women's Swim Brand of the Year**

**\* Beach Riot \***

Billabong Women's

L\*Space by Monica Wise

Rip Curl

RVCA

**Women's Marketing Campaign of the Year**

"Let's Go Anywhere" by L\*Space by Monica Wise

**\* "My Bikini" by Rip Curl \***

"Shave Ice" by OluKai

"Today is Perfect" by O'Neill Women's

"True to This" by Volcom

**PRODUCT AWARDS****Accessory Product of the Year**

ED01-TIDE Digital Watch by Electric

Happy Lens by Spy

Roark Revival x Leatherman Collaboration Crater C33LX Pocket Knife by Roark Revival

**\* Socks by Stance \***

SuperTide Marbelized by Nixon

**Environmental Product of the Year**

Eco-Board by Firewire

Plastic Bag Wallet by The People's Movement

Recycler Series Boardshorts by Billabong

Upcycled Coconut Boardshorts by Vissla

**\* Yulex Nexkin Wetsuit by Patagonia \*****Footwear Product of the Year**

Cochise Jogger by The People's Movement

HOKUA by OluKai

Recliner by Volcom

**\* Surf Siders by Vans \***

Yoga Sling by Sanuk

**Hardgoods Accessory Product**

Blackstix 3.0 by Futures

DNA Flex Mould Leash by Creatures of Leisure

Drylock Boot featuring TDC Thermo Dry Celliant by Xcel

**\* FCSII Essential Series Fin Collection by FCS \***

Jordy Smith Signature Traction Pad by Channel Islands

**Surfboard of the Year**

Beater by Catch Surf

Blackbird by Rusty Surfboards

Pyzalien by Firewire/Pyzel

Siamese Palm Viper (SPV) by Dion Agius by SUPERbrand

**\* The Average Joe by Channel Islands Surfboards \*****Wetsuit of the Year**




Drylock featuring TDC Thermo Dry Celliant by Xcel

Flash Bomb by Rip Curl

Psycho Series by O'Neill Wetsuits

Xero Furnace 2mm by Billabong

**\*Yulex Nexkin Wetsuit by Patagonia \***

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