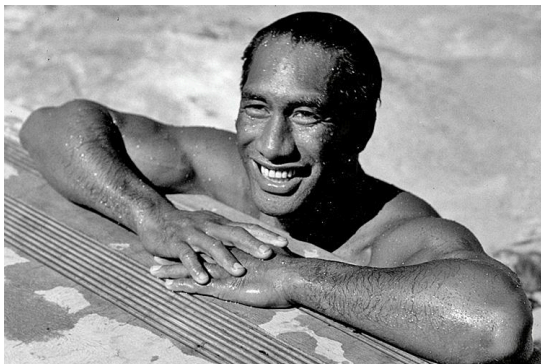


Crafting Waves and Shaping Boards: The Harbour Surf Story

Harbour Surfboards have long been a cornerstone of Seal Beach and Southern California's surf culture, with a legacy that traces back to founder Rich Harbour's ingenuity. When Harbour's prized board was stolen, Rich's necessity to shape a replacement became the catalyst for his future in board-making; beginning in 1959 on Main Street, Seal Beach, his shop quickly became a vital part of the local community. Harbour's hand-shaped boards, celebrated for their precision and quality, remain sought after by surfers worldwide, standing as a testament to craftsmanship and dedication. Despite Rich's passing in 2021, his name and the standards he set continue to shape the brand today.



The roots of California's surf culture can be traced back to the early 1900s, when the sport was first introduced to the mainland United States by Hawaiian surfers such as Duke



Kahanamoku or Joey Cabell. However, it was during the post-World War II era, particularly in the 1950s and 1960s, that California's surf culture underwent a dramatic transformation, evolving from a niche pastime into a globally recognized phenomenon.

This period marked the emergence of California as a definitive surfing hub, not only because of technological advancements in surfboard design but

between the shaper and the rider, something that is increasingly rare in today's commercialized surf world; each board that leaves Harbour's workshop is a unique, handcrafted product that represents the culmination of decades of expertise passed down through generations of shapers, including founder Rich Harbour himself.

The process of handcrafting a surfboard is a meticulous and highly skilled art form. It requires an intimate understanding of both the materials being used and the conditions the board will face in the water. At Harbour, shapers spend hours working on each board, considering the weight, height, skill level, and specific style of the surfer it's being made for. Every curve and contour of the board is designed with precision, ensuring that the final product performs optimally for the individual rider and the type of waves they intend to surf. This personalized craftsmanship is what has set Harbour apart for decades. Surfers who ride Harbour boards know that they are not simply purchasing a mass-produced item but are instead investing in a piece of functional art, tailored specifically to enhance their surfing experience.



This deep sense of community is a reflection of the values that Rich Harbour instilled when he first started shaping boards in the late 1950s. His commitment to quality, attention to detail, and passion for surfing were not just about creating exceptional surfboards, but about creating a culture around the craft. Today, those values continue to define Harbour Surfboards. Employees and customers alike share stories of how their relationship with the shop has been transformative, both in terms of their surfing journeys and their personal connections. For many, Harbour is a place where they not only find the perfect board but also discover a sense of

belonging. It is a brand rooted in the traditions of surfing but also deeply engaged with the evolving surf community that it has helped to shape.

The influence of Harbour Surfboards extends far beyond the local community, resonating within the broader surf world as the sport continues to gain global recognition. From the inclusion of surfing in the summer Olympic games, to the popularization of indoor surfing, these sporting milestones have sparked renewed interest in surfing as a serious athletic pursuit, elevating its profile on the international stage. With the Olympics set to return to Los Angeles in 2028, surfing is poised to become a prominent and vital aspect of the global sports conversation; this particular surge in interest has brought new attention not only to the act of surfing itself but also to the history and craftsmanship behind the boards. Although most large manufacturing

brands market cheaper, mass-manufactured surfboards, the enduring popularity of handcrafted boards like Harbour's demonstrates that quality and authenticity still matter; Harbour boards, in contrast, with their decades of history and the meticulous skill behind their creation, continue to be cherished by surfers who value tradition, performance, and craftsmanship above all.

Harbour Surfboards stands as a monumental figure in both the history of Southern California's surf culture and the global surf industry.

Founded by Rich Harbour in 1959, the brand has become synonymous with craftsmanship, dedication, and a deep connection to

the sport. Harbour's commitment to hand-shaping boards, rooted in an era of technological and cultural transformation in surfing, has allowed the brand to endure, maintaining its status as one of the oldest continuously operating surfboard shops. Rich Harbour's legacy extends beyond the



boards themselves, fostering a sense of community and preserving the artistry of surfboard making in a world increasingly dominated by mass production. Today, Harbour Surfboards continues to be celebrated for its exceptional quality, rich history, and the values that have sustained it for over six decades, ensuring that both the brand and its founder's influence will remain integral to the surfing world for generations to come.