



**DAKINE**

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**S23 LIFESTYLE/TRAVEL  
PHOTOGRAPHY**

## TALENT



**Sam Taxwood**

801-641-1535



**Bryn Valaika**

N/A

## CREW

<b>Dylan Gordon</b>	PHOTOGRAPHER	805-704-4416
<b>Aaron Rathy</b>	VIDEOGRAPHER	352-988-4252
<b>Nick Meistrell</b>	VP GLOBAL MARKETING	310-748-5191
<b>Parker Meek</b>	ART DIRECTOR	949-444-6781
<b>Lance Hakker</b>	SOCIAL COMMERCE MANAGER	562-400-8257
<b>Liam Jason</b>	PRODUCT ASSISTANT	949-903-8204

## AIRBNB

• Arrive: 2/14, Depart: Morning of 2/16

• Address: 3193 Trinity Drive, Ventura, CA 93003



## DYLAN'S STUDIO

**1725 N Ventura ave, Ventura, CA**





DAKINE

S23 LIFESTYLE + TRAVEL

CONCEPT DIRECTION

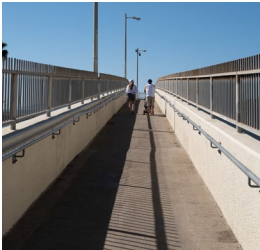
# ELEMENTS & MOVEMENT



**LOCATION #1**

**BEACH  
COMMUTER**

Ventura Beach



**LOCATION #2**

**BEACH  
COMMUTER**

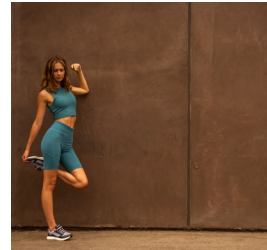
Emma Wood State Beach



**LOCATION #3**

**DOWNTOWN  
VENTURA**

Frontside Cafe



**LOCATION #4**

**DOWNTOWN  
VENTURA**

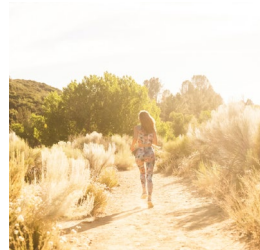
Ventura Brewing Comp.



**LOCATION #5**

**OUTDOOR  
TRAVEL**

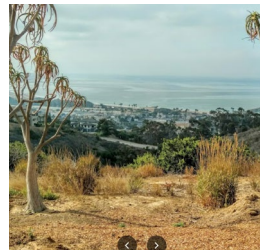
Rose Valley



**LOCATION #6**

**OUTDOOR  
TRAVEL**

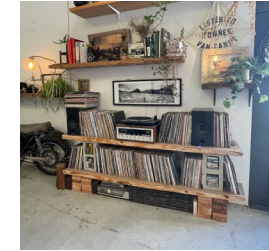
Grant Park



**LOCATION #7**

**INDOOR  
VIBES**

Dylan's Studio

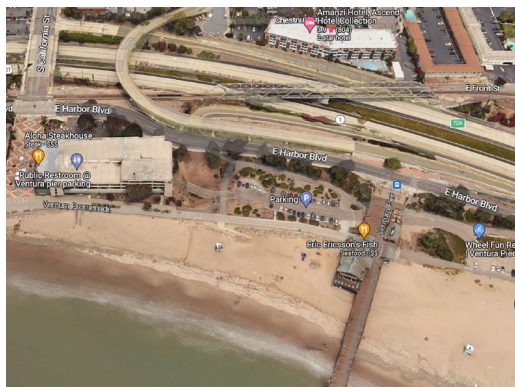




## CONCEPTS

# BEACH COMMUTER





## LOCATION #1

# BEACH COMMUTER

MEET @ WALDEN'S SURFBOARDS INC

853 E Front St, Ventura, CA 93001



### LOOK #1 [PIER]

- **MOTIVE BACKPACK** | Sam | Bike on overpass | Solo and together | tight and wide
- **MOTIVE ROLLTOP** | Bryn | Bike on overpass, Solo and together | Landscape | tight and wide

#### PRODUCT:



MOTIVE BACKPACK 30L

MOTIVE ROLLTOP 25L

#### PROPS:

- 2 bikes
- 2 skateboards



### LOOK #2 [PIER]

- **MOTIVE BACKPACK** | Sam | Walking up pier stairs with Bike | Solo | tight
- **MOTIVE ROLLTOP** | Bryn | Walking up pier stairs with Bike | Solo | tight
- **MOTIVE ROLLTOP** | Sam | On body around pier | Landscape | tight
- **MOTIVE BACKPACK** | Bryn | On body around pier | Landscape | tight
- **CATCH-ALL TOTE** | Bryn | On body around pier or setting down | Landscape | tight

#### PRODUCT:



MOTIVE BACKPACK 30L

MOTIVE ROLLTOP 25L

#### PROPS:

- 2 bikes
- 2 skateboards



### LOOK #3 [AMTRAK STATION]

- **MOTIVE SLING** | Sam | On body, Leaning on or around kiosk | Landscape | tight
- **MOTIVE ROLLTOP** | Bryn | On body, Leaning on or around kiosk | Landscape | tight
- **MOTIVE ROLLTOP** | Sam | On body, Leaning on or around kiosk | Landscape | tight
- **MOTIVE SLING** | Bryn | On body, Leaning on or around kiosk | Landscape | tight
- **MOTIVE BACKPACK** | Sam | Ride by kiosk | Solo and together | tight and wide
- **MOTIVE BACKPACK** | Bryn | Ride by kiosk | Solo and together | tight and wide
- **CATCH-ALL TOTE** | Bryn | On body around pier or setting down | Landscape | tight



#### PRODUCT:



MOTIVE BACKPACK 30L

MOTIVE ROLLTOP 25L

#### PROPS:

- 2 bikes
- 2 skateboards
- Fill Tote (Blankets, water bottle, wetsuit, fins)
- Sling (Wallet, ID, Phone)



CATCH-ALL TOTE

MOTIVE SLING 3.5





## LOCATION #2

# BEACH COMMUTER

MEET @ EMMA WOOD STATE BEACH



### LOOK #4 (STATE BEACH)

- CARBACKER | Product Standalone | tight and wide
- CAR ORGANIZER | Product Standalone | tight and wide
- CARBACKER | Sam & Bryn interaction | tight and wide
- CAR ORGANIZER | Sam & Bryn interaction | tight and wide
- CATCH-ALL TOTE | Bryn | On body around pier or setting down | Landscape | tight
- COOLER 50L | Product Standalone | Landscape | tight
- COOLER 50L | Sam interaction | Landscape | tight

### PRODUCT:



GEAR ORGANIZER



CAR BACKER



CATCH-ALL TOTE



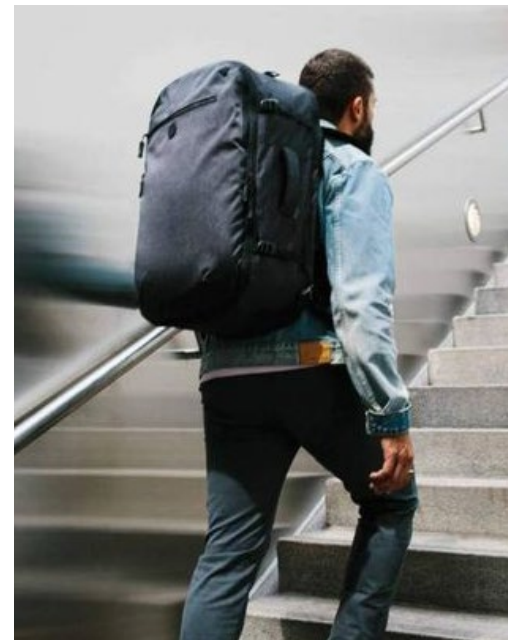
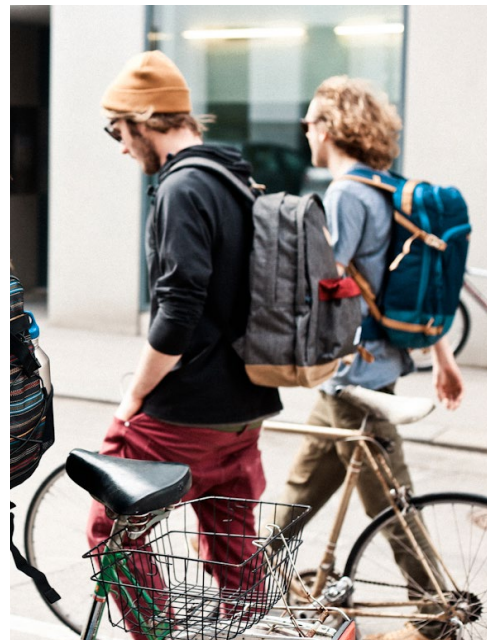
COOLER 50L

### PROPS:

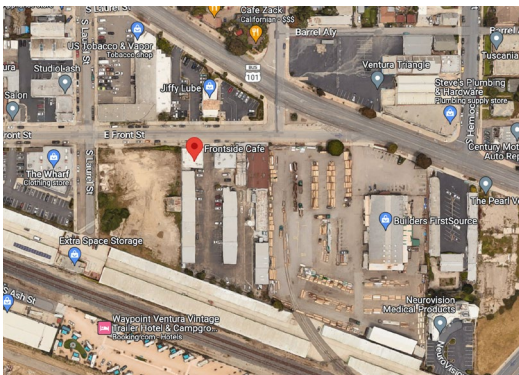
- Fill carbacker (wetsuit, bike helmets, bike lock, towels, sun block)
- Fill Organizers with props (Water Bottle, Sun block, note pad, etc)
- Fill Tote (Blankets, water bottle, wetsuit, fins)
- Fill Cooler (ice, beer)

## CONCEPTS

# DOWNTOWN VENTURA





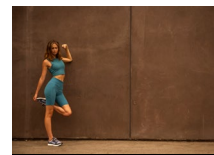


## LOCATION #3

# DOWNTOWN VENTURA

## MEET @ FRONTSIDE CAFE

1070 E Front St, Ventura, CA 93001



### LOOK #5 [FRONTSIDE CAFE]

- RANGER DUFFLE | Sam | traveling upstairs | Solo | tight
- MOTIVE ROLLTOP | Bryn | traveling upstairs | Solo | Landscape | tight
- RANGER DUFFLE | Byn | Textured Wall | Solo | tight
- MOTIVE ROLLTOP | Sam | Textured Wall | Solo | Landscape | tight
- MOTIVE ROLLTOP | Sam | Textured Wall | Landscape | tight

#### PRODUCT:



MOTIVE BACKPACK 30L



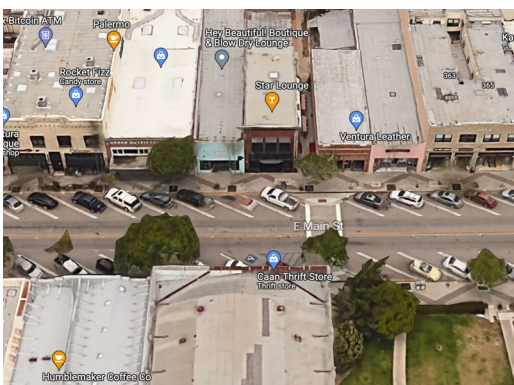
RANGER DUFFLE



MOTIVE ROLLTOP 25L

#### PROPS:

- 2 bikes
- 2 skateboards

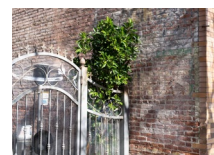


## LOCATION #4 [OPTIONAL]

# DOWNTOWN VENTURA

## MEET @ VENTURA BREWERY

76 S Oak St, Ventura, CA 93001]



### LOOK #6 [VENTURA BREWING COMP.]

- RANGER DUFFLE | Sam | traveling upstairs | Solo | tight
- MOTIVE ROLLTOP | Bryn | traveling upstairs | Solo | Landscape | tight
- RANGER DUFFLE | Byn | Textured Wall | Solo | tight
- MOTIVE ROLLTOP | Sam | Textured Wall | Solo | Landscape | tight
- MOTIVE ROLLTOP | Sam | Textured Wall | Landscape | tight

#### PRODUCT:



MOTIVE BACKPACK 30L



RANGER DUFFLE



MOTIVE ROLLTOP 25L

#### PROPS:

- 2 bikes
- 2 skateboards



**DAKINE**

**S23 LIFESTYLE + TRAVEL**

**CONCEPTS**

# OUTDOOR TRAVEL







## LOCATION #5

# OUTDOOR TRAVEL

**MEET @  
ROSE VALLEY, OJAI**

### LOOK #7 [ROSE VALLEY, OJAI]

- **MOTIVE BACKPACK** | Sam | Bike on overpass | Solo and together | tight and wide
- **MOTIVE ROLLTOP** | Bryn | Bike on overpass, Solo and together | Landscape | tight and wide



#### PRODUCT:



RANGER DUFFLE



CATCH-ALL TOTE



COOLER SOL



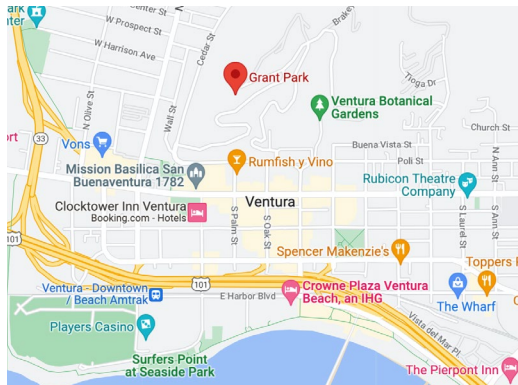
GEAR ORGANIZER



CAR BACKER

#### PROPS:

- Fill carbacker [wetsuit, bike helmets, bike lock, towels, sun block]
- Fill Organizers with props [Water Bottle, Sun block, note pad, etc]
- Fill Tote [Blankets, water bottle, wetsuit, fins]
- Fill Cooler [ice, beer]



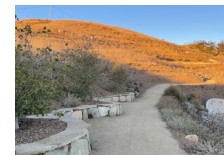
## LOCATION #6

# OUTDOOR TRAVEL

**MEET @ GRANT PARK**

### LOOK #8 [GRANT PARK]

- **MOTIVE BACKPACK** | Sam | Bike on overpass | Solo and together | tight and wide
- **MOTIVE ROLLTOP** | Bryn | Bike on overpass, Solo and together | Landscape | tight and wide



#### PRODUCT:



RANGER DUFFLE



CATCH-ALL TOTE



COOLER SOL



#### PROPS:

- Fill carbacker [wetsuit, bike helmets, bike lock, towels, sun block]
- Fill Organizers with props [Water Bottle, Sun block, note pad, etc]
- Fill Tote [Blankets, water bottle, wetsuit, fins]
- Fill Cooler [ice, beer]

**DAKINE**

S23 LIFESTYLE + TRAVEL

CONCEPTS

# INDOOR VIBES



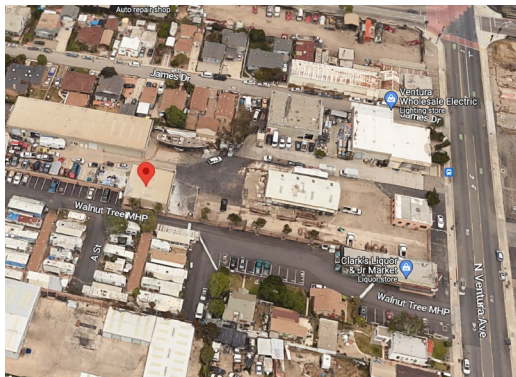
HERSCHEL RETREAT™

Made You Look.

Shop Now







## LOCATION #7

# INDOOR VIBES

## MEET @ DYLAN'S STUDIO

1725 N Ventura ave, Ventura, CA



### LOOK #9 [DYLAN'S STUDIO]

- **MOTIVE BACKPACK** | Product Standalone | tight and wide
- **MOTIVE ROLLTOP** | Product Standalone | tight and wide
- **RANGER DUFFLE** | Product Standalone | tight and wide
- **CATCH-ALL TOTE** | Bryn Interaction | Landscape | tight
- **COOLER 50L** | Sam interaction | Landscape | tight
- **CARBACKER** | Product Standalone | distressed background | tight
- **CAR ORGANIZER** | Product Standalone | distressed background | tight

### PRODUCT:



MOTIVE BACKPACK 30L



MOTIVE ROLLTOP 25L



RANGER DUFFLE



CATCH-ALL TOTE



COOLER 50L



### PROPS:

- 2 bikes
- 2 skateboards
- Fill carbacker [wetsuit, bike helmets, bike lock, towels, sun block]
- Fill Organizers with props [Water Bottle, Sun block, note pad, etc]
- Fill Tote [Blankets, water bottle, wetsuit, fins]
- Fill Cooler [ice, beer]

**PRODUCT**



## PRODUCT

# THE OVERLAND SERIES

## GO GEAR FOR THE NEXT ADVENTURE

For the people who set their alarms early, drink coffee in the dark, and go to bed under the stars, covered in dirt and sand. The overland series is built for transition. Designed to integrate with the back of your vehicle and armed with features for your next trip to the ocean or into the mountains, you can hit pavement on a moment's notice, from one adventure to the next.

**CATCH-ALL TOTE****COOLER 50L****GEAR ORGANIZER****CAR BACKER****RANGER DUFFLE**

PRODUCT STYLING

# CATCH-ALL TOTE

## GO GEAR FOR THE NEXT ADVENTURE

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.



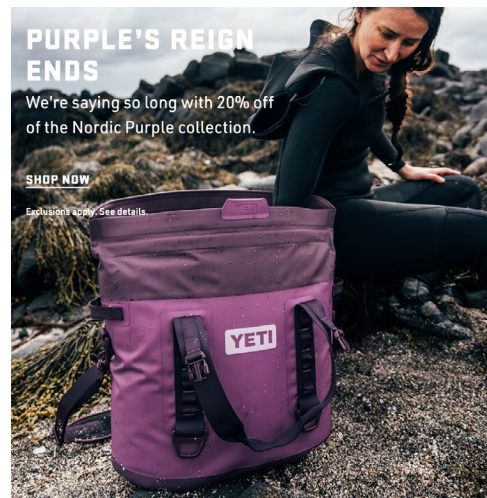


PRODUCT STYLING

# COOLER 50L

## GO GEAR FOR THE NEXT ADVENTURE

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.

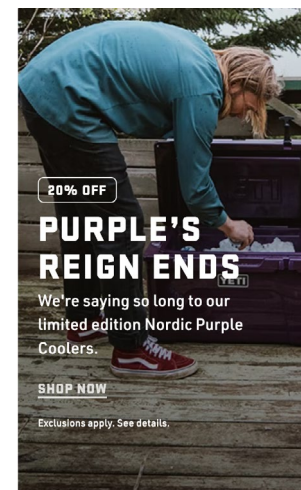


### PURPLE'S REIGN ENDS

We're saying so long with 20% off of the Nordic Purple collection.

SHOP NOW

Exclusions apply. See details.



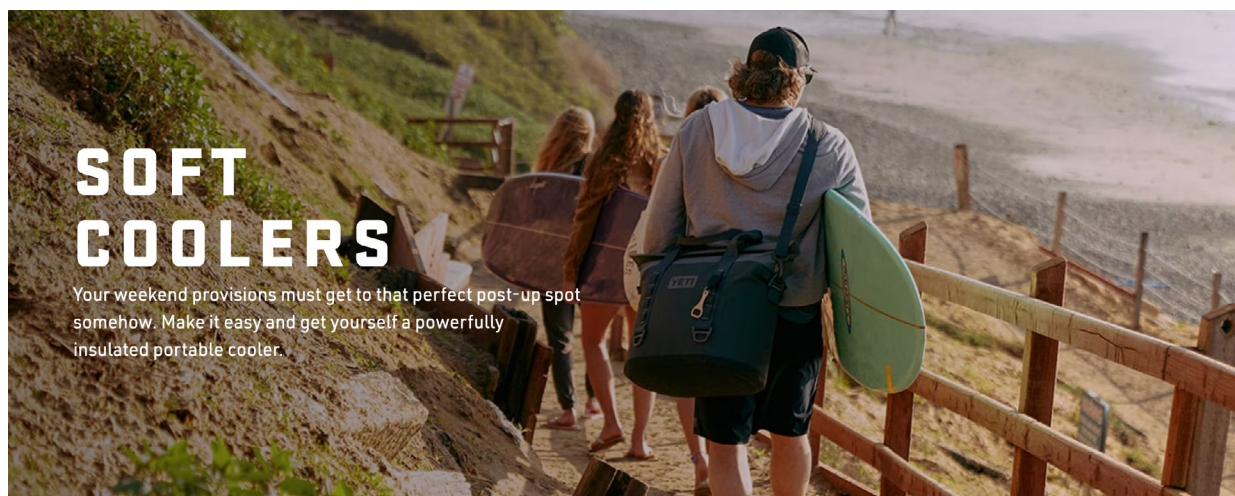
20% OFF

### PURPLE'S REIGN ENDS

We're saying so long to our limited edition Nordic Purple Coolers.

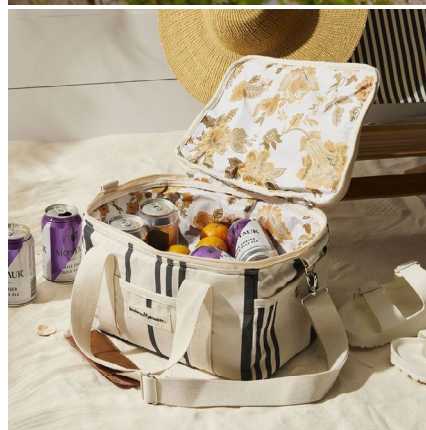
SHOP NOW

Exclusions apply. See details.



## SOFT COOLERS

Your weekend provisions must get to that perfect post-up spot somehow. Make it easy and get yourself a powerfully insulated portable cooler.





PRODUCT STYLING

# RANGER DUFFLE

## GO GEAR FOR THE NEXT ADVENTURE

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.





PRODUCT STYLING

# GEAR ORGANIZER

## GO GEAR FOR THE NEXT ADVENTURE

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.



## PRODUCT STYLING

# CARBACKER

## GO GEAR FOR THE NEXT ADVENTURE

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.





## PRODUCT

# THE MOTIVE COLLECTION

Created as the ultimate protection for your daily gear, born from the mindset that each day can take you on an unexpected journey. The motive collection is the ultimate pack for the daily commute or for longer travel days. Built for daily bike commute, born into the outdoors.

**MOTIVE BACKPACK 30L****MOTIVE ROLLTOP 25L****MOTIVE SLING 3.5**

## PRODUCT STYLING

# MOTIVE BACKPACK 30L

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.

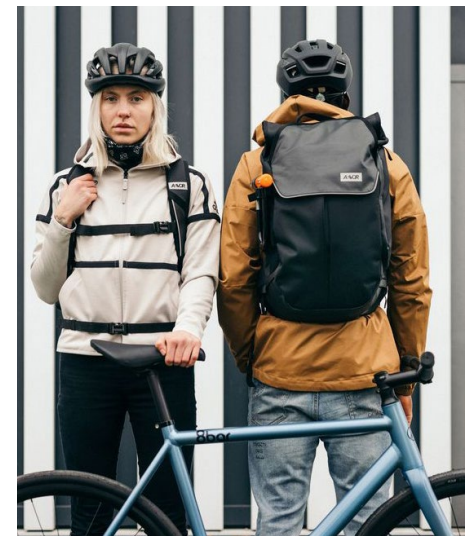




PRODUCT STYLING

# MOTIVE ROLLTOP 25L

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.

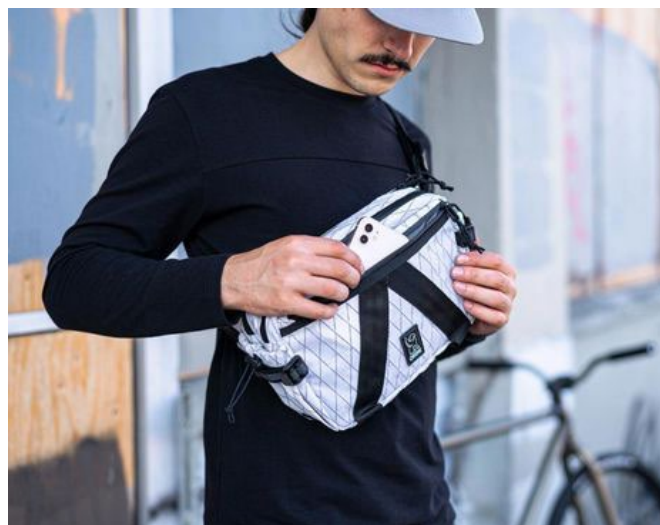




## PRODUCT STYLING

# MOTIVE SLING 3.5

- Commuter bag, Bike commuter bag,
- Stand alone products, Models are natural packing or holding product ready to leave for the day.





PRODUCT

# PREMIUM TEES

Created as the ultimate protection for your daily gear, born from the mindset that each day can take you on an unexpected journey. The motive collection is the ultimate pack for the daily commute or for longer travel days. Built for daily bike commute, born into the outdoors.



CRUISER HOODIE



CRUISER CREW



ANCIENT



ANCIENT



AXETO GRIND



AXETO GRIND



METHOD TEE



METHOD TEE 2



EVERYTHING



EVERYTHING



SANDBLAST



SANDBLAST