





Introduction

Rutopia is a surf-inspired clothing brand rooted in the vibrant energy of Bali, now bringing its unique blend of art and sustainability to the U.S. Our mission is to celebrate the connection between coastal lifestyles, creativity, and community. Every piece we design tells a story, featuring in collaboration with artists globally who share our passion for surfing and coastal living.

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WHY OCEAN ALLEY?

Ocean Alley's soulful sound and coastal-inspired energy make them a natural fit for Rutopia. Both brands embody a laid-back, free-spirited lifestyle that resonates with fans of music, surf, and adventure. Their creative vision and connection to the ocean align perfectly with our ethos of storytelling through design. This collaboration holds personal significance to me as a longtime fan of Ocean Alley, and that is why I am so passionate about offering exceptional value. It is an opportunity to celebrate the intersection of music and fashion, creating something meaningful for audiences who appreciate both.



Vision and Mission



Vision

To craft a collection that bridges the worlds of music and surf culture, seamlessly merging Ocean Alley's coastal sound with Rutopia's design ethos. This collaboration will serve as a platform to inspire and connect communities, celebrating the creative spirit that both brands represent.

Our mission is to deliver thoughtfully designed apparel that tells a story, giving fans a way to wear their connection to Ocean Alley's music while embracing the lifestyle that defines both the band and our brand.



Mission

Our mission is to channel this vision into a line of high-quality, distinctive pieces. From graphic tees inspired by Ocean Alley's iconic sound to thoughtfully crafted board shorts, hats, and a statement denim jacket, each item is designed to resonate with fans. By combining functionality with artistic storytelling, we aim to create apparel that goes beyond fashion, giving fans a tangible connection to Ocean Alley.



FLAGSHIP STORES

📍 14062 NC-50, Surf City, NC

We are thrilled to announce the grand opening of our flagship store in Surf City, NC, this May. This space will be a true hub for the Ocean Alley x Rutopia collaboration, incorporating Ocean Alley's coastal aesthetic into the store's design. Incorporating band art such as a custom mural done by local artist Maggie Sudek the store will immerse visitors in the creative energy of the partnership.

Additionally, we would love to feature some Ocean Alley records, tour info, and exclusive collaboration pieces, creating a hub where fans can connect with the band's music. With our location connected to the area's most upscale restaurant, which seats 120 guests daily, we project an average of at least 100 visitors per day. This high foot traffic ensures the collection will receive significant visibility to new listeners while offering fans an unforgettable experience that merges music, art, and the coastal lifestyle.



West Elevation



SURF CITY SHELL BUILDING
August 4, 2024

South Elevation



OA Collection

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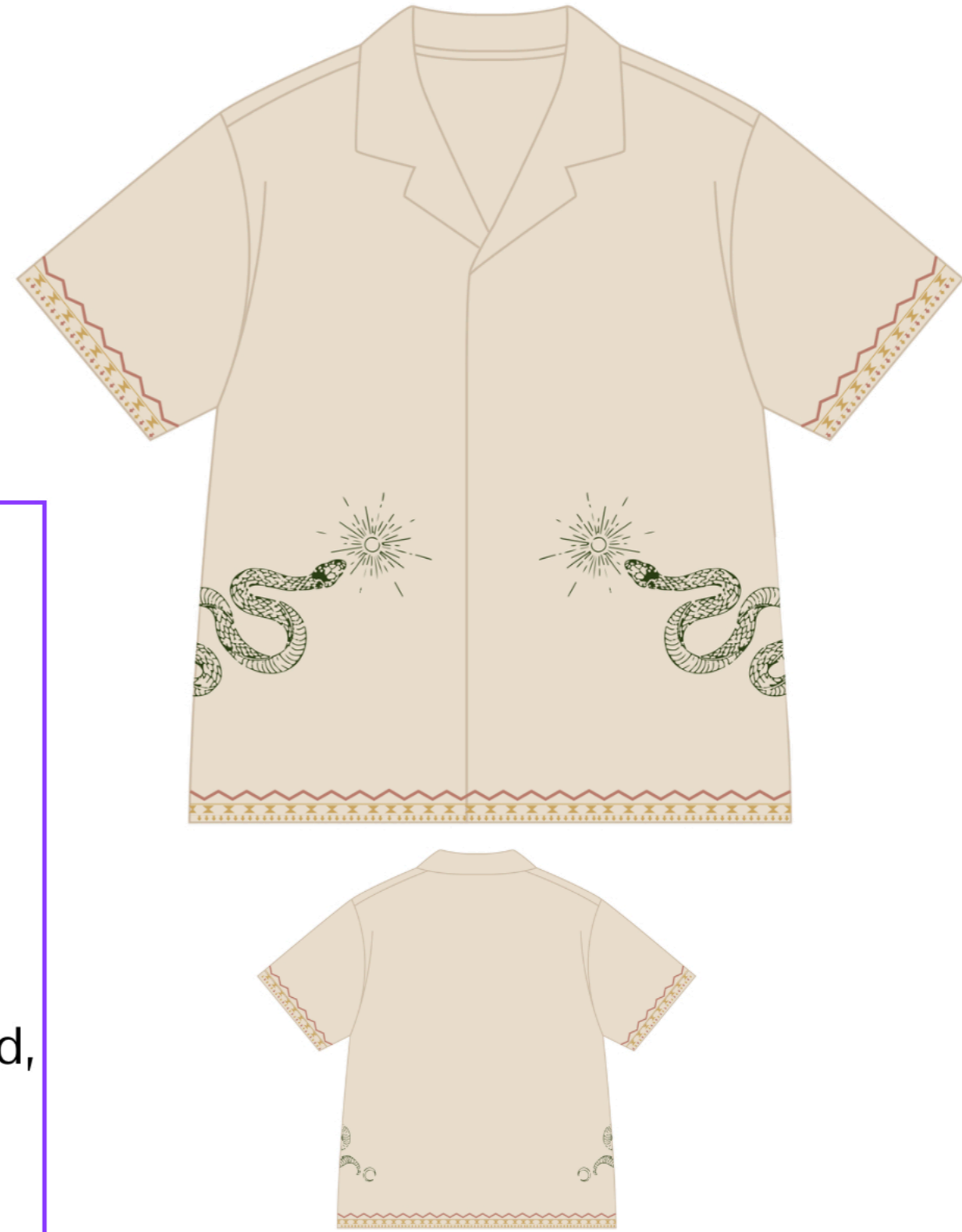


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Snake Eyes Button Down

Inspired by the song Snake Eyes, this button-down blends a clean, vintage feel with bold detailing. The design features embroidered snakes wrapping around the hem, paired with sunburst accents for a subtle yet striking look. The sleeve and bottom hems are finished with intricate trim, adding a unique touch to the neutral base. Made from a breathable linen blend, it's perfect for warm days and laid-back nights.



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Tangerine Tee

Inspired by the song, this tee blends the band's signature psychedelic vibe with Rutopia's effortless coastal style. The design features a minimal front print with "Ocean Alley" branding, while the back showcases a bold, abstract floral pattern reminiscent of the song's dreamy, sun-soaked energy.

All Rutopia shirts in this collection will be made with 24S combed cotton, ensuring a soft, durable, and premium feel. The fabric is prewashed for minimal shrinkage, guaranteeing long-lasting comfort and the perfect fit every time.

This piece captures the essence of Tangerine—warm, nostalgic, and effortlessly cool.

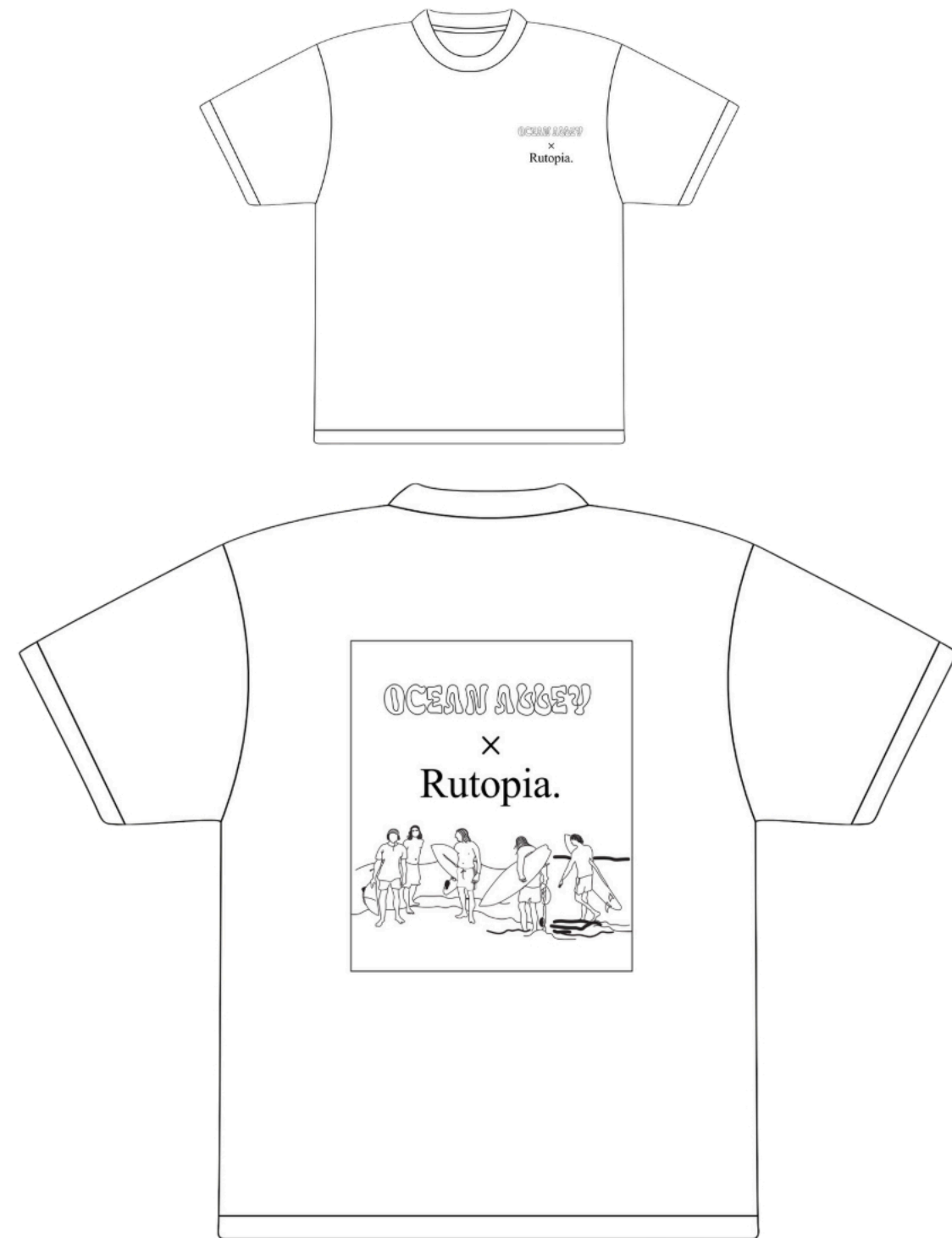


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Simple Pleasures Tee

Inspired by Simple Pleasures, this tee embodies the effortless joy found in surfing, music, and good company. The front features a minimal Ocean Alley x Rutopia logo, while the back showcases a hand-drawn illustration of the entire band, capturing their laid-back energy and connection to the ocean.

Crafted from our 24S cotton, the Simple Pleasures Tee encapsulates how simple it is to find pleasure in the love of surfing—feeling the sun on your skin, the rhythm of the waves, and the freedom of the sea. Perfect for those who live for the ride, the music, and the moments in between.



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Floral Rhythm Tee

Inspired by the smooth, flowing energy of Ocean Alley's music, the Floral Rhythm Tee blends coastal vibes with a bold yet effortless aesthetic. The design features a wavy, abstract palm motif, symbolizing the organic rhythm of nature and the band's signature sound.

Crafted from 24S cotton, this tee offers the perfect balance of softness and durability, making it ideal for beach days, jam sessions, and everyday wear. Whether you're catching waves or just vibing to your favorite tracks, the Floral Rhythm Tee captures the essence of movement, music, and laid-back living.



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INFINITY BLOOM BOARDSHORT

A statement in both design and inspiration, the Infinity Bloom Board Short draws from Ocean Alley's track Infinity off the Lonely Diamond album. Featuring a rich plum base, contrasted by navy side panels, and a sage floral design, this piece blends timeless surf aesthetics with a modern edge. Designed with dual patching, these boardshorts embody movement, rhythm, and the endless flow of the ocean—just like the music that inspired them.



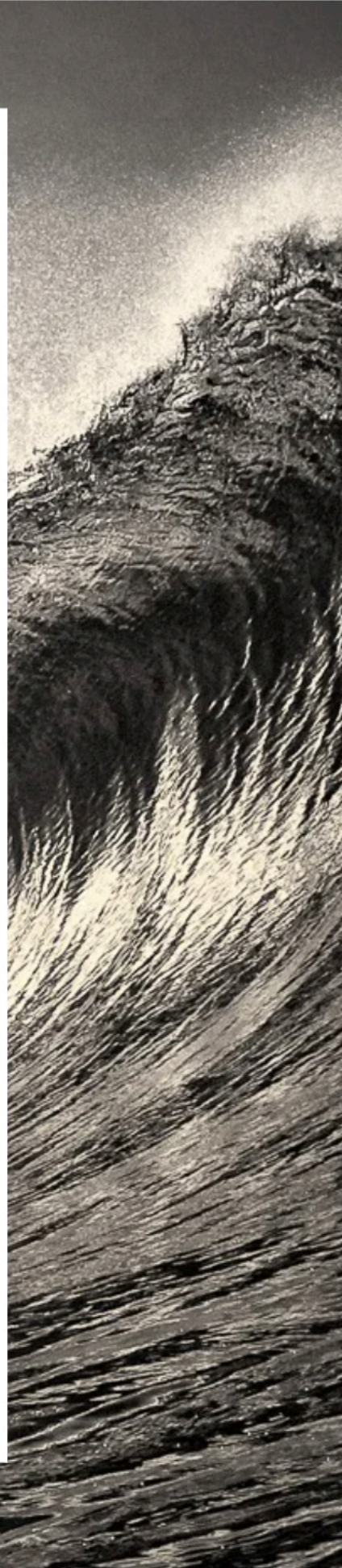
OCEAN ALLEY



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HIBISCUS BOARDSHORT

Hibiscus Boardshorts – our boldest piece in the collection, a fusion of tropical energy and effortless style. Featuring deep forest green contrasted by vibrant floral side panels revealing the words Ocean Alley, they bring a unique energy and style to every session. Designed for movement and durability, they're finished with the exclusive collaboration patch between Rutopia and Ocean Alley.



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PREMIUM HEADWEAR

Rutopia's headwear blends high-quality materials with timeless designs, built for life on the move. Our signature Nomad Hat features a stitched design of a suitcase toting a surfboard, encapsulating the adventurous spirit that defines our brand.

Building on this, we've crafted a custom bucket hat concept for Ocean Alley, designed to complement the band's aesthetic while maintaining the quality and attention to detail that sets Rutopia apart.





Button Downs

Our high-quality linen blend is designed for comfort and longevity. Lightweight and breathable, it's perfect for warm-weather wear, while its prewashed finish ensures minimal shrinkage and maximum washability. This attention to detail sets us apart, delivering effortless style without compromising durability.



These button-downs are a staple for those who embrace the coastal lifestyle. Whether it's a laid-back beach day, an evening by the water, or everyday wear, its relaxed fit and timeless style make it the perfect go-to piece for any occasion. For this collab, we designed one unique piece, but as you can see in our images, these button-downs work great with simple designs as well which we can expand on.

ALIMA COLLAB

Rutopia recently collaborated with Alima, a like-minded surf clothing brand, to create a unique collaboration that embodies the spirit of both brands. The standout piece from this collection is our co-branded boardshorts, featuring a stitched collaboration patch on the front and a rubberized Alima logo on the back pocket. Designed for both performance and style, this piece showcases our ability to create high-quality, custom collaborations that seamlessly blend brand identities.



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RUTOPIA X ALIMA



Coton Sewing

An independent clothing manufacturer founded by Rutopia creators Angga, Gusde, and Guspri, driven by a shared passion for craftsmanship and sustainability. Every piece they produce is meticulously handmade, ensuring a level of quality and care that reflects the human touch behind the work. With a strong emphasis on sustainable practices, Coton Sewing prioritizes ethical production methods, making each garment a testament to their dedication to creating beautiful, responsible clothing that aligns with our values.



 @COTON.SEWINGCO

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