

13310 196th Ave. SE  
Renton, WA 98059  
425 922 0161  
jameswdesign.com

**James Watson**  
designer

## Quiksilver Case Study

Quiksilver designs, produces and distributes clothing, accessories and related products for young-minded people and develops brands that represent a casual lifestyle-driven from a boardriding heritage. Quiksilver's authenticity is evident in its innovative products, events and retail environments across the globe. Quiksilver's products are sold throughout the world, primarily in surf shops, skate shops and other specialty stores that provide authentic retail experience for our customers.

After having a successful year Quiksilver wanted to push what they felt was the reason for their great year. This reason was the Quiksilver lifestyle, and the popularity it is currently enjoying throughout their target audience. In order to convey this I used an expressive line that ran throughout the annual report. This line represents the swift, spontaneous and progressive ethos of boardriders. I incorporated a lot of white space, and simple photography of people and places that encompass the Quiksilver life. Not only does the design communicate Quiksilver's success, but it also is visually engaging to the reader.

