

# Haiden Surf – The New Wave in Summer Fashion!

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By lauren - Monday, May 25th 2009



**Haiden Surf - Beach Babes**  
Spring/Summer 2009 Line

The newest thing in surfing has arrived for tots! Haiden Surf, started in 2008, offers a large selection of hip and sporty board shorts and surfing accessories in sizes 3m to 7. The line was created by Katie Motika and Alli Baldocchi, two women who know a little about boys and surfing. The Southern California surfers have four boys between them. Frustrated by the lack of stylish surf wear for their tots, the friends decided to grab a wave of opportunity and design children’s wear with a surf motif.

Haiden accessories include sandals, hats, rash guards, tees and even a lunch pail perfect for an afternoon at the beach, pool, or park. Haiden’s sporty Boardies (surf shorts) are play wear with contrasting plaids, polka dots, and zebra prints. Designs reflect sunny bright shades of orange, blue, green, and yellow. The toddler Rip Tide Boardie sports a retro psychedelic print of blue, red, and yellow swirls with contrasting green checkered appliqués. The more understated Lil’ Prepster combines brown and white plaid with contrasting brown and white polka dots.

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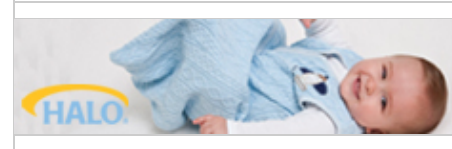
**Ruffle Butts**

Haiden Surf Boardies for toddlers have an elastic waist, with a sporty tacked front. Infant designs include playful prints with contrasting side pockets. Toddler designs coordinate with the infant styles and include printed shorts with contrasting waist band. Boardies are available in 6 unique styles.

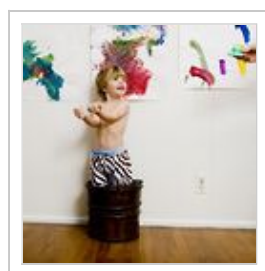
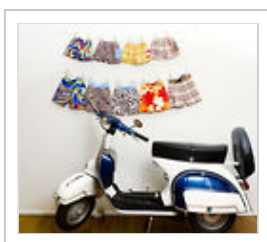


Haiden Surf - Spring/Summer 2009 Line  
Surfs Up

Rash guards are the ultimate beachwear for little surfers. Haiden Surf offers infant one-piece rash guards with a zip-up front. Toddler rash guards are available as a tee in red and blue, perfect for coordinating with toddler boardies! Infant board shorts retail at \$32; toddler sizes are \$36 retail. The Haiden Surf line is manufactured in the USA. Visit [www.haidensurf.com](http://www.haidensurf.com) or email [sales@haidensurf.com](mailto:sales@haidensurf.com) for wholesale information.



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