

# Surfing, skating with a French accent

**BY MELODY HANATANI**  
Daily Press Staff Writer

**DOWNTOWN** A French surf-and-skate brand is hoping to make a splash in North America, its first stop in Santa Monica.

Oxbow, a subsidiary of European company La Suma S.A., opened its first U.S. boutique at the corner of Second Street and Broadway last month, choosing the city as its launching pad for its renown skate and surf-

ing culture.

The brand, which is second in Europe to Quiksilver, offers higher-end surf products such as wet suits, board shorts and casual apparel than what is usually seen in stores like Pac Sun and Rip Curl, catering to an older audience between the ages of 20 and 35.

"Our price points are marginally higher because of the value added to the product we design," CEO Gary Hunt said.

The store will celebrate its grand opening

at The Yard, a restaurant located around the corner on Broadway, on Saturday, an event featuring legendary surfer Laird Hamilton.

The first Oxbow store opened in France in 1985, slowly growing over the years to more than 30 locations worldwide.

The expansion to the United States is largely a marketing move, a way to advertise the brand to the tourist population in Santa Monica, keeping the Oxbow name in mind as they travel to other countries. In fact, one of

the main reasons why Santa Monica was selected as the first U.S. store is because of the strong tourist draw to the area, Hunt said.

The company is engaging in the advertising strategy to prepare for a shift to the wholesale market, hoping to grow the Oxbow brand from its own stores to include the products in some of the major surf and skate shops across the country.

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**GIVING A LITTLE COLD SUPPORT:** Laloo's Goat's Milk Ice Cream, founded by former local resident Laura Howard, donates a portion of its profits to Santa Monica Baykeeper.

# When ocean pollution gets your goat, make some ice cream

**BY ALICE OLLSTEIN**  
Special to the Daily Press

**SM BAY** Some help the local ocean waters by participating in organized beach clean ups, some by lobbying against offshore drilling, and some by digging into a pint of ice cream.

Laloo's Goat's Milk Ice Cream, founded by former Santa Monica Laura Howard, has grown from a kitchen experiment to a trendy brand favored by People Magazine and the Food Network alike. On top of employing sustainable practices on its many goat farms, Laloo's kicked off the

cleanFARMcleanWATER program this summer, which donates part of its proceeds to Santa Monica Baykeeper — an environmental nonprofit that works to restore the Santa Monica and San Pedro bays.

Howard, now dubbed the Chief Flavor Officer of Laloo's, said she became interested in the connection between farming and ocean health while tasting yogurt in Maine.

"I noticed a strange flavor in the yogurt that I couldn't recognize, and when I asked where it came from, the farmer told me she fed her goats seaweed," Howard said. "I wanted to look into it for my California goat farm, but in edu-

cating myself I learned that the kelp here is actually under threat from the runoff of big dairy farms. Because of all the pollution, we couldn't get seaweed to feed our goats."

This inspired Howard to partner with Santa Monica Baykeeper, which she says was "a natural fit."

"It was attractive because it works on a local level," Howard said. "We want make sure that we give back to the communities we work in."

Santa Monica Baykeeper officials value their connection with Laloo's because of the good example the company sets for California dairy farms — which often contribute to coastal pol-

lution.

"Most large industrial farms use Concentrated Animal Feeding Operations, or CAFOs, which impair our waters by dumping excess nutrients," Tom Ford, the Executive Director of Santa Monica Baykeeper, said. "If we don't manage our farms well, then the toxic pesticides that run off of them could damage waterways. As Laloo's demonstrates, this can be avoided by sustainable and organic agricultural practices. [Working with Laloo's] has been an organic hookup for all of us."

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**BIG MOVE:** French surf-and-skate brand Oxbow has opened its first U.S. store at the corner of Broadway and Second Street.

# Oxbow opens first U.S. store in Santa Monica

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"We're looking for international visibility," Hunt said. "We're not trying to generate a fortune with our stores, but the goal is to cater to surf shops in America."

The store in Downtown will be one of four planned for the United States, including one in Waikiki, Hawaii, New Jersey and South Beach in Florida.

The corner of Second Street and Broadway, which was previously occupied by shoe store O' My Sole and remained vacant for the past year, was selected because of its proximity to the Third Street Promenade. The draw of

European tourists to the area also played heavily into the decision, Hunt said.

"It's a logical choice in Southern California," Hunt said. "I don't know if there's an area that attracts more people than the Third Street Promenade."

Oxbow is one of a handful of stores that have chosen Santa Monica as its first American store.

Shoe company Royal Elastics opened its first U.S. boutique on Main Street earlier this year.

Laurel Rosen, the president of the Santa Monica Chamber of Commerce, attributed the reason to the good weather and beach. Another reason why many business like to relocate to Santa Monica

is the strong presence of entertainment, communications and tech companies, she said.

"We get an international and national draw," Rosen said. "They see this beautiful beach city that provides the services and culture they want."

The store has so far received positive reviews from shoppers.

"The other brands are too mainstream," Hector Bernal, a 16-year-old Santa Monica resident said while browsing the racks on Thursday.

Stephanie Taft contributed to this report.

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# Alternative ice cream brand helps tend SM Bay

FROM ICE CREAM PAGE 3

Santa Monica Baykeeper will use the new revenue from Laloo's sales to fund their current projects, which include lobbying for the Marine Life Protection Act, which would establish protected underwater national parks, fighting the installation of an offshore liquified gas pipeline and settling with the city of Malibu for storm water pollution. Baykeeper also works to educate homeowners and cities on maintaining their urban landscapes in a sustainable way.

"When people over-fertilize their lawns, or apply pesticides and herbicides, all of that eventually makes it onto our streets then into our oceans," Ford said.

In managing her company, Howard keeps many of these lessons in mind. While she is in the midst of constructing a new solar facility, she makes sure Laloo's only uses recycled and recyclable materials, even giving out cones instead of cups at their many nationwide tasting parties.

"We may not be completely carbon neutral, but we're close," she said.

On the agricultural side, Howard buys goat's milk from a network of small, family-owned farms in Northern California,

and her criteria are strict.

"All of our farms are certified humane status, and employ clean farm practices," she said. "They are also biodiverse, not just one crop or one animal, and they're doing things with the land that are in keeping with ecological practices, not things that are unnatural to the cycle of life."

She explained that though not every member farm is certified organic, they practice agriculture that she calls "beyond organic."

"I don't buy into the status symbols of the Organic Trade Association, because the whole certification system is a hardship on the small guys, and my industry is all small guys," she said. "With cow dairy it's easier because there are huge agrobusinesses, but goat farming is very old school, and they can't just plunk down 2,500 bucks to get certified. I'm more concerned with the health of the land and of the animal, because good treatment of the animals means good milk."

Even as her company grows, Howard will remain committed to the model of the small, family farm.

"The food chain gets into trouble

when the producers are unnatural in size," she said. "Before [the goat milk] industry takes off, let's make sure we're doing it the right way."

Howard, who lived and worked in Santa Monica for 10 years before moving to Sonoma County to found Laloo's, believes that Santa Monicans are especially open to her product and her company.

"I was very into yoga, and most of my friends from that world were conscious of what they're putting into their bodies, both in a nutritional and a spiritual way," she said. "There are more green, socially and ecologically responsible people in the L.A. area, and our L.A. sales are some of our highest in the country."

This coming Sunday, which happens to be National Ice Cream Day, Santa Monicans can seek out Laloo's at Whole Foods, Wild Oats or Co-Opportunity so that each bite of Molasses Tipsycake or Lemon Chiffon will support the Santa Monica Baykeeper's efforts to protect our coast.

"If you're buying Laloo's ice cream in L.A., you're helping Santa Monica Baykeeper," Ford said.

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**NOTICE OF PUBLIC HEARING**  
**SANTA MONICA ARCHITECTURAL REVIEW BOARD**  
**REGULAR MEETING**

**DATE/TIME:** July 21, 2008, 7:00 p.m.  
**LOCATION:** Council Chambers, (wheelchair accessible) Santa Monica City Hall, 1685 Main Street

**PROPERTIES:**

- ARB 06-313, 1959 Twentieth Street: Multi-Residential
- ARB 07-519, 1650 Ocean Park Boulevard: Commercial
- ARB 08-052, 525 Broadway: Mixed-Use
- ARB 08-106, 1417 Yale Street: Multi-Residential
- ARB 08-118, 749 Seventeenth Street: Senior Group Housing
- ARB 08-209, 1214 Bay Street: Multi-Residential
- ARB 08-220, 800 Fourteenth Street: Commercial
- ARB 08-225, 1243 Franklin Street: Multi-Residential
- ARB 08-236, 2727 Santa Monica Boulevard: Commercial
- ARB 08-237, 1418 Lincoln Boulevard: Commercial
- ARB 08-247, 1901 Olympic Boulevard: Commercial
- ARB 08-255, 2015 Colorado Avenue: Private School
- ARB 08-259, 847 Fifth Street: Multi-Residential

More information is available on-line at <http://santa-monica.org/planning/planningcomm/arbagenda.htm> or at 310/458-8341 (en espanol tambien). Plans may be reviewed at City Hall during business hours. Comments are invited at the hearing or in writing (FAX 310-458-3380, e-mail [planning@santa-monica.org](mailto:planning@santa-monica.org), or mail Santa Monica Planning Division, 1685 Main St., Rm. 212, Santa Monica, CA 90401). Call 310-458-8341 or TTY 310-450-8896 for disability accommodation requests. Big Blue Bus lines 1, 2, 3, 7 & 8 serve City Hall.