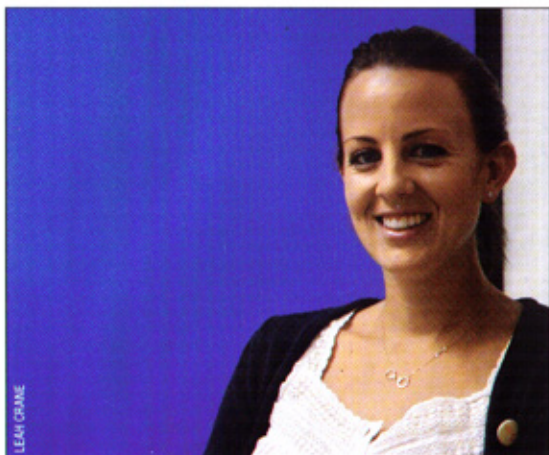


business

S K A T E :: S U R F :: S N O W



Girls Design Director Summer Rapp is responsible for 33 percent of Volcom's current business.

Creating A Line, Creating A Brand

A Q&A With Volcom's Girls Design
Director Summer Rapp

By Leah Crane

Two months into her maternity leave following the birth of her first child, Summer Rapp strolls into Volcom loaded down with bags. A shirt hangs out of



PROFESSOR SCHMITT—SCHOOL IS NOW IN SESSION

Skateboard engineering mastermind Paul Schmitt has put together a school curriculum aimed at allowing students to harness their math and science skills to construct skateboard decks. Aptly titled CreateAskate, each class spends approximately two weeks designing, building, and testing their own boards. "I was chasing the dream of what I wanted to do," says Schmitt to his students. "You're empowered to do anything in life if you're willing to work hard enough for it." The CreateAskate program is slated to launch nationwide next year.