



SURF COMPANY

ALESSANDRO PIERRE
SHAPES DESIGNS



SWD
SWEET WATER DIVISION

SURFBOARDS



WAKESURF

CATALOG 2022

SURFBOARDS · SURFSTYLE WAKESURFBOARDS · CUSTOM · INHOUSE PRODUCTION · BIG WAVE

THIS IS WORLD SHAPES

HQ based in Zurich Switzerland and manufacture in the heart of the surfboard industry Hossegor, France.
With our brand **Alessandro Pierre Shapes Designs** we're focussed to produce high-performance Surfboards.
We launched our brand **SWD (SWEET WATER DIVISION)** which targets the Wakesurf market.

MISSION / GOALS

QUALITY

Our workers collected many years of knowledge in the surf industry. They're passionate surfers. Our boards are build with the best raw materials, for an outstanding final and authentic result.

We produce in FRANCE (EU) and try to get most of the materials from local suppliers.

GROWTH

We grow very fast, but we are looking also for organic growth of our company. Always open for new creative collaborations through the industry. One of the most important things is the optimization of our production line for further expansion.

YOUTH

We want to support young talents all over the world. Our scouting team is also looking for young talents in socially disadvantaged areas.

Our sponsorship includes surfboards for our riders.

OLYMPIA

We invest in new and young talents! Some of them have good chances to get to the next Olympic Games 2024 in France. We support and manage them to get the best performance to reach this goal.





METEOR

THE DIAMOND TAIL INSPIRED DESIGN

LEVEL: BEGINNER / ADVANCED

- Easy progression for beginners
- Smooth & forgiving ride
- Performance for advanced riders
- Easy transition from rail to rail



ACCELERATION
SPEED



AGILITY
PERFORMANCE



4'4" 60 - 75 kg
4'6" 75 - 85 kg
4'8" >85 kg

FIN SETUP: Quad fin setup
FCS II or FUTURES

PRICING:
MSRP incl. VAT

4'4" CHF 899.-
4'6" CHF 939.-
4'8" CHF 969.-



ROLLERCOASTER

DOUBLE WING DESIGN WITH A BAT TAIL

LEVEL: ADVANCED / PRO

- Provides speed and agility
- Great for manovers and airs
- Agressive / glides on the water
- Turns on a dime



ACCELERATION
SPEED



AGILITY
PERFORMANCE



ACCELERATION
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4'4" 60 - 75 kg
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FCS II or FUTURES

PRICING:
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WAKESURF



WOMBAT

SINGLE WING SLIGHT BAT TAIL DESIGN

LEVEL: ADVANCED / PRO

- Straighter rails
- Smooth riding but speedy
- Provides esthetic rides
- Stable and high performance



ACCELERATION
SPEED



AGILITY
PERFORMANCE



4'4" 60 - 75 kg
4'6" 75 - 85 kg
4'8" >85 kg

FIN SETUP: Quad fin setup
FCS II or FUTURES

PRICING:
MSRP incl. VAT

4'4" CHF 899.-
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4'8" CHF 969.-



NIGHTHAWK

MODERN FISH

LEVEL: PRO

- Tail design provides floatability
- High performance for manovers, airtricks & 360's
- Tail design provides floatability



ACCELERATION
SPEED



AGILITY
PERFORMANCE



4'4" 60 - 75 kg
4'6" 75 - 85 kg
4'8" >85 kg

FIN SETUP: Quad fin setup
FCS II or FUTURES

PRICING:
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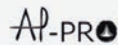
4'4" CHF 899.-
4'6" CHF 939.-
4'8" CHF 969.-



AP-PRO

Level: Intermediate, Advanced, Professional
Wave: Reef, Beach break
Tail: Squash, Round

- Size: 5'4 - 6'6
- Volume: 22L - 38L
- Starts at CHF 749.-



BLACK SCORPION

Level: Intermediate, Advanced
Wave: All types
Tail: Round, Squash
Fins: Thruster

- Size: 5'8 - 6'8
- Volume: 23L - 41L
- Starts at CHF 749.-



WILD CAT

Level: All levels
Waves: Small, Medium
Tail: Cat Fish
Fins: Combo

- Size: 5'2 - 6'2
- Volume: 25L - 45L
- Starts at CHF 749.-



ARPEX

Level: Intermediate, Advanced
Wave: All types
Tail: Squash, swallow
Fins: Thruster

- Size: 5'6 - 6'6
- Volume: 22L - 39L
- Starts at CHF 749.-



FREE MIND

Level: All levels
Waves: Small and Medium
Tail: Swallow
Fins: Tri or Quad

- Size: 5'4 - 6'2
- Volume: 24L - 38L
- Starts at CHF 749.-



BAGUS

Level: Intermediate, advanced
Waves: Small, Medium
Tail: Squash
Fins: Thruster

- Size: 5'6 - 6'6
- Volume: 24L - 40L
- Starts at CHF 749.-



OCEAN BOARDS



FLOW

Level: Todos
Waves: All waves
Tail: Squash, Swallow, Round
Fins: 2 & Box

- Size: 9'0 - 9'6
- Volume: 66L - 81L
- Starts at CHF 1199.-



BROTHER

Level: Beginner, Intermediate
Waves: Small
Tail: Squash, Round
Fins: Combo

- Size: 5'4 - 6'4
- Volume: 30L - 46L
- Starts at CHF 749.-



BIG BROTHER

Level: Todos
Waves: Small
Tail: Squash
Round Fins: Combo

- Size: 6'8 - 7'6
- Volume: 46L - 58L
- Starts at CHF 849.-



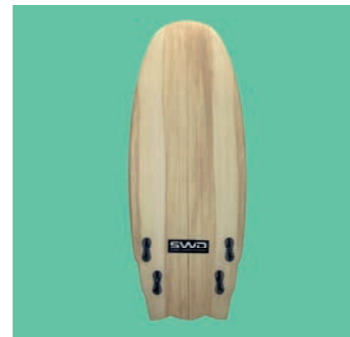
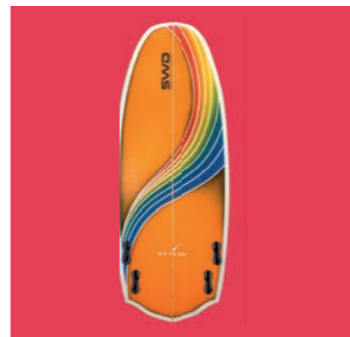
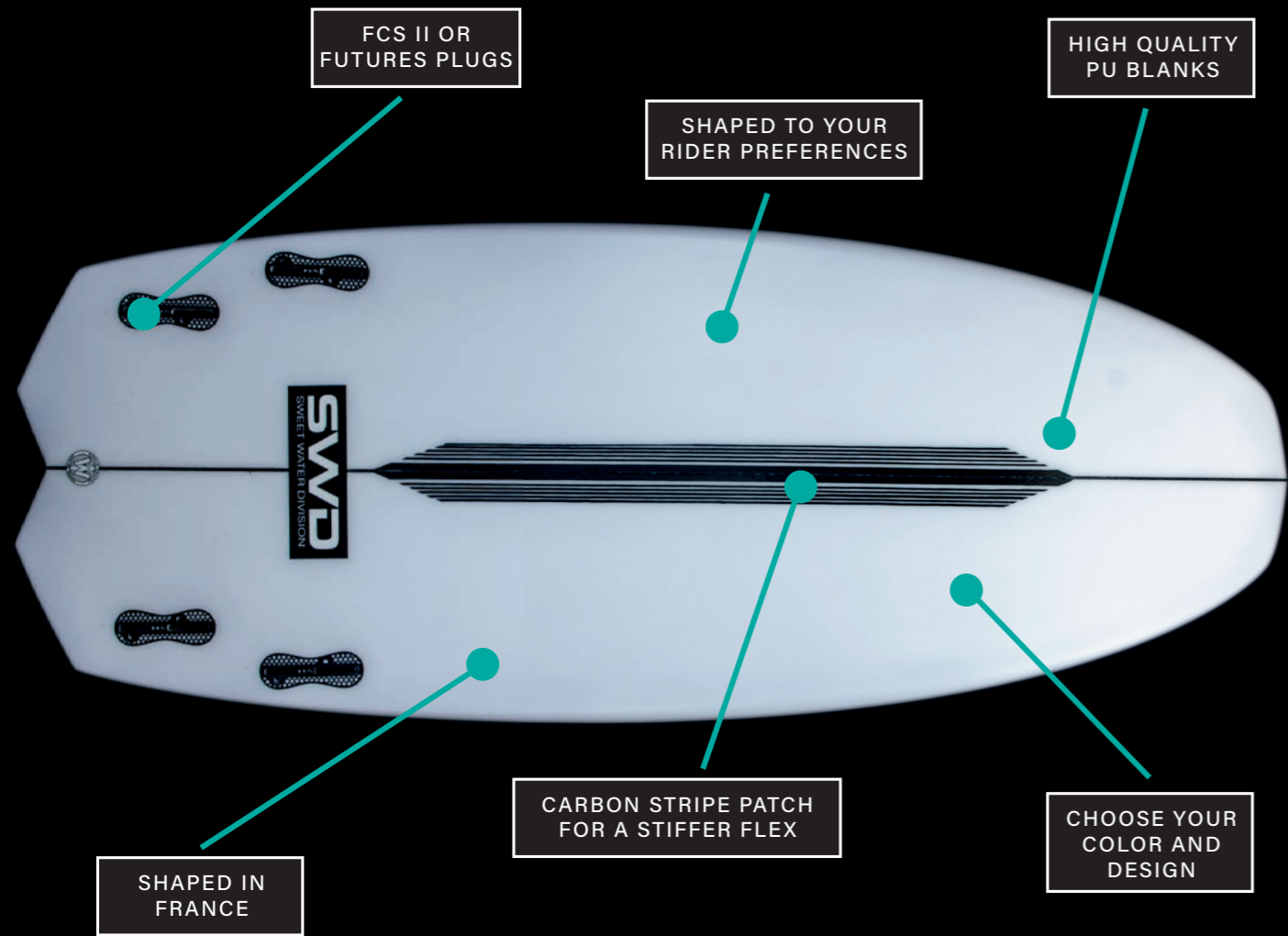
LET'S DO SOME CUSTOM SURFBOARDS

Be unique & creative.

Personalize it and choose colors and graphics. Our design team will create an awesome artwork for you or your customer.

A custom surfboard is more than just a combination of foam, resin, fiberglass, and your favorite artwork - it's an extension of who you are as a surfer. Surfboards are available in all shapes and sizes, so you can be sure to find the perfect one for any type of wave you encounter.





Personalize your own Board!

Customize the size and the volume for your best preferences and surf experience. You can choose your favorite colors or graphics to get a unique masterpiece made from our team.

Price starts at CHF 1299.-



INHOUSE PRODUCTION

We produce our surfboards in our own factory in Hossegor, France. The workshop is being built with modern tools for a professional and flawless production line. The production line is based of Alessandro Pierres years of knowledge.

Every step of producing is a inhouse process. Our workers are experienced to deliver the best results in PU surfboard production.

PRODUCTION STEPS:

- Pre-Shape
- Sanding
- Artwork
- Shape
- Polishing
- Graphics
- Glassing
- Pigments

Years of partnerships, trust and knowhow allows us to produce for the biggest market leaders in performance surfboards.

OUR GLOBAL PARTNERS:



ALESSANDRO PIERRE - SHAPER -



- Born in Brazil
- Over 25 years experience
- Since 2006 shaping in Europe
- Since 2016 enterpeneuer
- Worked with shaping legends:
Peter Daniels, Gael Blouet, Axel Lorentz,
Mikel Agote, Johnny Cabianca, Bob Mactavish
- Shaped over 17600 Surfboards
- Perfomance Boards orientated
- Shapes for active Pro-Surfers
- Highly skilled artisan and business man

AMBASSADOR / INFLUENCER

Name: Patrick Beven
Role: Ex-Pro, Ambassador, Content Creator
Sponsors: RVCA, Monster, Alessandro Pierre

01 Patrick is a 3 TIMES EUROPEAN CHAMPION PRO Surfer. He is known for his Barrel skills, also he is coaching and giving advise to young talents which wants to follow his footsteps.



Name: Manon Alda
Role: Free Surfer, Content Creator
Sponsors: Picture, Alessandro Pierre

02 Local young talent based in Hossegor and uprising social media star. Competing in Surf Contests around Europe.



Name: Marco Heiniger
Role: Pro Snowboarder, Content Creator, Stunts
Sponsors: Toyota, Go Pro, SWD

03 Marco is a young swiss Snowboard pro. We have seen his potential in wakesurfing. He learned very fast and had an outstanding progress. Today he is one of our best wakesurfers.



PRO RIDERS



CHERIF FALL

Nationality: **SENEGAL**
Based: **DAKAR**
Champion of Senegal, Senegal Surf Olympic Team, ISA Games 2021



FANTIN HABASHI

Nationality: **SWISS**
Based: **HOSSEGOR**
Swiss Surf Olympic Team, Swiss Junior Champion, ISA Games 2021

BIG WAVE

We're going to conquer the madness of Nazaré. It will be the most important worldwide competition with monster waves and thrills.

Packed with our **Team Rider Xabi Lopez**, the World Shapes film crew is ready to catch spectacular footage from the rides.

The most stunning season in winter.

Our surfers train the whole year for this moment: Riding a big wave. We traveled from country to country to get prepared for Nazaré.



Xabi Lopez at his training session in Galicia Spain. His Mentor and trainer AXI MUNIAIN is one of the best big wave surfers.



One of our WORLD-SHAPES Jet-Skis for the big wave season.
Branding / Logo possibilities for partners.



TIMELINE

01

KOMMETJIE, SOUTH AFRICA

August - October: Start of our Big wave season. Local Team riders surfing and get filmed.

02

GALICIA, SPAIN

November - December: Training sessions with Jet Ski for the European Big Wave Season.

03

NAZARÉ, PORTUGAL

December - February: Surfing the world biggest waves.





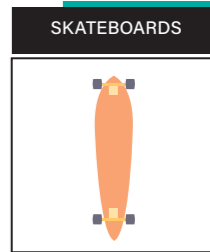
MERCHANDISE & SURF HARDWARE

We design our own clothes. In our product range we have T-Shirt, Hoodies and Snapbacks. Most of our clothes are made from 100% organic cotton. Most of those pieces have a PETA certification.

We are in the middle of planning our first "surfstyle" Skateboard. In this collaboration we're getting support from a specialized manufacturer. With Patrick Beven supports with his knowledge and will promote it with us.

Our goal is it to have the most important surf essentials in our product range.

FUTURE PLANS:



TECHNICAL SPECIFICATIONS

AP-PRO

5'4	17 3/4	2 1/8	22 L
5'6	18	2 1/8	23 L
5'8	18 1/4	2 3/16	25 L
5'9	18 3/8	2 1/4	26 L
5'10	18 1/2	2 5/16	27 L
5'11	18 5/8	2 3/8	29 L
6'0	18 3/4	2 7/16	30 L
6'1	18 7/8	2 1/2	32 L
6'2	19	2 9/16	33 L
6'3	19 1/4	2 5/8	35 L
6'4	19 3/8	2 1/2	36 L
6'5	19 1/2	2 11/16	37 L
6'6	19 3/4	2 1/8	38 L

BLACK SCORPION

5'8	18 1/4	2 1/8	23 L
5'9	18 3/8	2 3/16	25 L
5'10	18 1/2	2 1/4	26 L
5'11	18 3/4	2 5/16	27 L
6'0	19	2 7/16	30 L
6'1	19 1/8	2 1/2	31 L
6'2	19 1/4	2 9/16	32 L
6'3	19 1/2	2 5/8	34 L
6'4	19 5/8	2 11/16	35 L
6'6	19 7/8	2 3/4	38 L
6'8	20 1/4	2 7/8	41 L

WILD CAT

5'2	19 1/2	2 1/4	25 L
5'4	21	2 5/16	28 L
5'6	21 1/2	2 3/8	31 L
5'8	21 7/8	2 1/2	34 L
5'10	22 3/8	2 5/8	38 L
6'0	22 3/4	2 3/4	42 L
6'2	22 7/8	2 7/8	45 L

ARPEX

5'6	18 1/8	2 1/8	22 L
5'7	18 1/4	2 1/8	23 L
5'8	18 3/8	2 3/16	24 L
5'9	18 1/2	2 1/4	25 L
5'10	18 3/4	2 1/4	26 L
5'11	18 7/8	2 5/16	28 L
6'0	19 1/8	2 3/8	29 L
6'1	19 3/8	2 7/16	31 L
6'2	19 5/8	2 1/2	32 L
6'3	19 3/4	2 9/16	34 L
6'4	19 7/8	2 5/8	35 L
6'5	20	2 11/16	37 L
6'6	20 1/4	2 3/4	39 L

BIG BROTHER

6'8	22	2 3/4	46 L
6'10	22 1/4	2 3/4	48 L
7'0	22 1/2	2 7/8	52 L
7'2	22 5/8	3	55 L
7'6	22 5/8	3	58 L

MORE MODELS & INFOS ONLINE

PERFORMANCE · FUN & LONGBOARDS · GUNS · TOW-IN · CUSTOM



ALESSANDRO PIERRE

SWD
SWEET WATER DIVISION

CRAFTED IN



FREE MIND

5'4	19	2 3/16	24 L
5'6	19 3/8	2 1/4	26 L
5'8	19 3/4	2 3/8	29 L
5'10	20	2 1/2	32 L
6'0	20 3/8	2 5/8	35 L
6'2	20 7/8	2 3/4	38 L

BAGUS

5'6	19 1/8	2 3/16	24 L
5'8	19 1/4	2 1/4	26 L
5'10	19 7/16	2 3/8	28 L
5'11	19 1/2	2 1/2	30 L
6'0	19 5/8	2 9/16	31 L
6'1	19 11/16	2 5/8	33 L
6'2	19 3/4	2 11/16	34 L
6'3	19 13/16	2 3/4	35 L
6'4	20 1/4	2 3/4	37 L
6'5	20 1/2	2 13/16	39 L
6'6	20 3/4	2 13/16	40 L

FLOW

9'0	22 1/4	2 13/16	66 L
9'2	22 1/2	2 7/8	70 L
9'4	22 3/4	3	75 L
9'6	23	3 1/8	81 L

BROTHER

5'4	21 1/4	2 3/8	30 L
5'6	21 1/2	2 1/2	33 L
5'8	21 3/4	2 5/8	37 L
5'10	22	2 3/4	40 L
6'0	22 1/2	2 3/4	42 L
6'2	22 5/8	2 13/16	44 L
6'4	22 11/16	2 13/16	46 L

METEOR

4'4	20 1/8	2	22 L
4'6	20 1/4	2	23 L
4'8	20 1/2	2	25 L

ROLLERCOASTER

4'4	20	2	22 L
4'6	20 1/2	2	23 L
4'8	20 1/2	2	24 L

WOMBAT

4'4	19 7/8	2	22 L
4'6	20	2	23 L
4'8	20 1/2	2	24 L

NIGHTHAWK

4'4	20 1/8	2	22 L
4'6	20 1/2	2	24 L
4'8	20 3/4	2	25 L




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