

## Hurley Burleigh Now Open

NOVEMBER 30, 2018



Queensland businessman and Hurley Agent, Andrew Ross (Deluxe Agency) has opened the doors to a new Hurley store in the iconic Burleigh Heads.

The store has taken on the iconic and long standing Hot Stuff location on the Gold Coast Highway. While Ross owns the store 100%, he has opened in partnership with Hurley who have helped in areas such as merchandising and marketing support. The fit out designed by [Prospace](#) has given way to clean sight lines and the opportunity for multiple product stories to be told. The revamped fit out, which includes some of the original Hot Stuff floor boards, opens up the store given way to ocean views across the adjacent park.

There are some subtle but significant touches in the detail, including paying homage to Wayne Rabbit Bartholomew's contribution to the sport through his early association with Hot Stuff Surfboards, along with his own Hurley Rabbit Collection. You'll also find other complimentary brands in store including Slowtide, FCS, Raen and (Jake Patterson's) sunscreen brand, We are Feel Good Inc, plus Hydroflask who have installed a clever re-fill station in store.

The store stocks men's, women's and kids product, along with some tastefully curated Burleigh Heads product as [Hurley Burleigh](#) aims to collaborate and work with the local community.

Enjoy the gallery below. (click on thumbnails to advance the gallery)

