

FLUID

MAGAZINE

AUGUST 2005 • FREE

Surf
Skate
Paddle
Kite
Moto-X
Sail
Body
Board
on
Maui

Peahi ... JAWS

Fluid Interviews Buzzle Kerbox and Archie Kalepa



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MAGAZINE

On the Cover
Archie Kalepa
on a 55'+ Jaws wave.
Captured by Rick Kealoha



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Maui...No Ka Oi

Wet Women

by Arica Brie

Morgan Fisher is no stranger to what she would call a, "Wet Woman." Fisher is always sporting in one way or another, from skiing to cycling to mountain biking to windsurfing, and everything imaginable in between. At a high point in her athleticism, Fisher had been tested at an Olympic level for cycling-- only later to be set back by chronic fatigue syndrome, causing her to lose 60% of her bodies strength.

It was at this point of re-evaluation in Fishers mind that the concept behind Wet Women began to become important personally. "I wanted to create a place to support and encourage all women in all areas of water activities and sports" and also on a grander level, "to create a place for the contemporary women to be and express themselves," says Fisher.

Though the play on words may raise brows Fisher thought , "Wet Women" to be playful, meaningful and have a hot cavalier type attitude. "The fullness of who we are as women is there; it is a non-issue, we are professionals, amateurs, and recreationalists."

Fisher believes that Wet Women is not selling an image but rather an attitude that utilizes courage, inspiration and aptitude. The Wet Women product line is meant to be sassy, comfortable, well-made attire that is developed by women to support women in and out of the water.

"Wet Women is calling attention to women in a unique way," explains Fisher.

Fisher plans on expanding the "Wet Women line to include all sorts of products. Fishers ideas are endless!

Further down the line Fisher foresees hosting competitions under the umbrella of Wet Women; just another way for women to support women.

Check out Wet Women at www.wetwetwomeninternational.com for stories, articles, photos and video of women doing water activities--AND always to purchase Wet Women products. Locally, Wet Women can be found at Simmer Hawaii located at 137 Hana highway In Paia town and also Tri Paddle Maui located at 92 North Market Street in Wailuku.

Model Photography by Arica Brie



photo: John Carter





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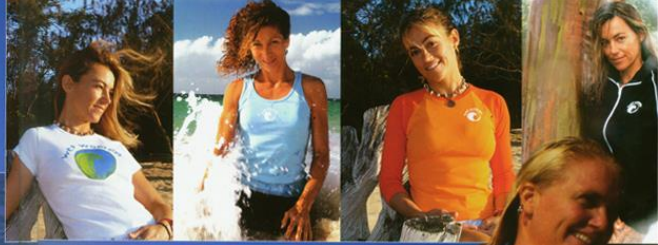


Photo: John Carter

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