



JETTY OPENS NEW SURF SHOP IN LONG BRANCH, NEW JERSEY

Brand storytelling, celebrating surf culture, and connecting with the local community are central to Jetty's new retail location in Pier Village

Manahawkin, NJ – May 28, 2025 – Just in time for summer, **Jetty**, the East Coast-based, surf-inspired apparel brand with a growing presence in the outdoor and active lifestyle markets, this past weekend on Saturday, May 24, opened the doors to its newest retail location in Long Branch, New Jersey.

The core surf shop is centrally located in New Jersey's premier mixed-use beachfront community, **Pier Village**, and offers Jetty's full line of eco-minded apparel for men, women, and kids. The shop also features a curated selection of surfboards, surf accessories, and beach day necessities.

Jetty was founded in 2003 by five friends seeking to draw their own line in the surf industry and beyond. It is a lifestyle brand born from passion, and it is proudly surfer-owned-and-operated.

"A few years ago, we made an important decision to lean into our surf roots," said **John Clifford, Jetty Partner and Chief Brand Officer**. "All of our operating partners are lifelong surfers. Throughout the company we have a fantastic team who not only surf but also fish, skate, snowboard, and immerse themselves in the outdoors. Long Branch has such an incredible history and wherever Jetty goes, we want to make sure we do it right and create an authentic hub for surfers and the surrounding community to rally around. We feel Pier Village is a perfect fit for us and we're excited for all that lies ahead."

Jetty's new 3,384 square foot shop carries surfboards from Justin Perry, Brian Wynn, Rozbern, Chemistry, and Softech. In addition to Jetty's apparel line, the shelves are stocked with sunscreen from Sun Bum and Vacation, sunglasses from Smith, Blenders, and Suncloud, sandals from Cobian and Hari Mari, women's swimwear from Imsy and Dippin Daisys, eco-conscious bags from GotBag, towels from Slowtide, cold water surf essentials from Manera and Solite Boots, a full offering of core surf accessories from FCS and Futures, and more.

Community has always been fundamental to Jetty. When selecting the location for its newest shop, Pier Village was ideal due to its vibrant, year-round environment that provides ample opportunity to engage with both locals and seasonal visitors. Additionally, its proximity to the Seven Presidents Park surf break and Long Branch's concrete skate park allows for events and community-building initiatives spanning all four seasons. The store itself is just steps from fishing and surfing off the area's iconic jetties.



“This is a great addition to Long Branch because we’ve been missing a core shop like this. Kids are getting boards at big box stores. They don’t understand how important a surf shop is. It’s where you hear the stories, understand the culture, get introduced to other surfers, and learn to respect the ocean. You can see in the water that the next generation isn’t learning about surfing or respect from Costco,” said **Vince Troniec**, a member of the New Jersey Surfing Hall of Fame who helped pioneer Long Branch’s surf scene and owned the iconic Islanders Surf Shop from 1972-1984.

“We’ve all watched Jetty grow over the past twenty years,” continued Troniec. “Their apparel reflects the lifestyle they live. They signed Rob Kelly who is one of the best surfers on the East Coast and they have Pat Parenty, who is a ripping local surfer. They’re carrying boards by Justin Perry built in Long Branch and they sponsor Jamie DeWitt, who is getting inducted into the New Jersey Surfing Hall of Fame this year. A lot of the bigger brands have fully sold out. Jetty is still flying the flag for the culture of surfing.”

The construction of Jetty’s new surf shop was expertly managed by **Dave Bachowski, Jetty’s Director of Retail**. He is also responsible for making key hires including seasoned surf industry vet, **Mark Colino, as Store Manager**. Colino has over three decades of experience in the surf industry, as both a shop owner and sales rep—plus he rips! Supporting Colino with day-to-day operations is **Store Lead, Trevor Eyerluss**, a passionate surfer, avid fisherman, and longtime member of the Long Branch Ocean Rescue squad.

Jetty Long Branch is centrally located in Pier Village at 80 Ocean Avenue. It is open 7-days-a-week from 10am-8pm daily. Store photos are available for [download HERE](#).

For more information, follow along on Instagram [@TheJettyLife](#) and [@JettyLongBranch](#).

ABOUT JETTY

Established in 2003, Jetty was founded on a shared love of surfing, fishing, art, travel, and music and a desire to draw its own line. Now in its 23rd year of business and a Certified B Corp, Jetty continues to offer eco-minded, durable apparel for the whole family that embodies the fickle conditions of Northeast coastal living and encourages outdoor adventure despite the weather. Through its non-profit division, [Jetty Rock Foundation](#), over the past decade more than \$2.5 million has been donated to protect our oceans and waterways, and support those who build their lives around them. Learn more at www.JettyLife.com.

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