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Press Releases

Surf Industry Giant La Jolla Group Expands In Irvine

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The La Jolla Group Inc. is doubling the size of its corporate headquarters in Irvine. The company has signed a lease for 200,000 sq. ft. at 14350 West Myford, and will begin its move in November.

“Our new headquarters feature new amenities and continued growth potential,” said Toby Bost, CEO. “This is an exciting move for The La Jolla Group and our brands, which include O’Neill, Rusty, Lost and Metal Mulisha. Our new work environment includes space that is not only functional but productive and entertaining for our employees. We can’t wait to move in.”

Designed by award-winning Irvine architecture firm LPA, the space will feature a distribution center, model retail store, fitness center, and a 6,000-square-foot, divisible conferencing and showroom center.

La Jolla Group is one of several top surf industry companies headquartered in Irvine Company Office Properties buildings.

Billabong will celebrate its 10th anniversary in Irvine Spectrum later this year. It originally occupied 80,000 sq. ft. and now occupies more than 275,000 sq. ft. Volcom also opened a 160,000 sq. ft. warehouse in Irvine last year. In August, C&C Inc., which makes clothes and shoes, occupied 47,000 sq. ft. in Irvine Spectrum.

Steve Case, Irvine Office Properties senior vice president of leasing, said surf brands find Irvine attractive for several reasons: the proximity to good surf, the clean look and feel of the community and the availability of attractive housing.

“Another key benefit we hear over and over is our scalability,” Case said. “The companies are rarely static, and we can accommodate them as they grow. It’s not just surf companies. Broadcom, Fluor, Cisco and others have made recent headlines for their growth in our portfolio.”

Case said The La Jolla Group is an outstanding company, and Irvine Company Office Properties looks forward to meeting their space needs for the foreseeable future. “We are thrilled to have such an outstanding group of brands join our portfolio,” he said. “We look forward to a long and successful relationship.”

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