

## Hansen Surfboards: Encinitas' Legendary Surf Shop Delivers Premium Gear for Every Wave and Lifestyle

Premium Gear Surf Shop Encinitas, San Diego, California Sunglasses goggles, Carve, Dragon, Electric, Madson, Oakley, Otis, RAEN, Ray-Ban, Smith, Spy , Headwear cap, Mens Shoes, Watches,



**San Diego, California Mar 19, 2026** ([IssueWire.com](http://www.IssueWire.com)) - For over five decades, Hansen Surfboards has stood as the beating heart of Southern California's surf culture in Encinitas, San Diego County.

Founded in 1965 by legendary shaper Randy Hansen, this family-owned surf shop isn't just a retail spot—it's a living legend where surf history meets cutting-edge style. Today, Hansen Surfboards announces an expanded lineup of premium surfboards, headwear, sunglasses, watches, and footwear, featuring elite brands like Hansen, Melin, Seager, Shelta, and more. Whether you're charging North County waves or cruising the coastal vibe, Hansen has the gear to elevate your surf and beach lifestyle.

[Premium Gear Surf Shop Encinitas, San Diego, California Hansen, Melin, Seager, Shelta mens Headwear cap](#)

Nestled in the heart of Encinitas—home to world-class breaks like Swami's and Tabletop—Hansen Surfboards embodies the spirit of SoCal surfing. Randy Hansen didn't just shape boards; he shaped a movement. From humble beginnings crafting custom surfboards in his garage, the shop evolved into a mecca for surfers worldwide. Celebrities, pros, and locals alike flock here for boards that perform and apparel that lasts. "We've been riding these waves since '65, and our commitment to quality hasn't wavered," says current owner and Hansen family member, Jeff Hansen. "Our new collections blend timeless craftsmanship with modern innovation, perfect for Encinitas' endless summer."

At the core of Hansen's offerings are their signature Hansen surfboards, renowned for precision shaping and durability. Whether you're a beginner eyeing a longboard for mellow sessions or a ripper needing a high-performance shortboard, Hansen's custom builds deliver unmatched glide and control. Paired perfectly with these boards is the shop's standout headwear selection from Melin, Seager, and Shelta. Melin's performance hats boast breathable fabrics and adjustable fits for all-day comfort under the San Diego sun. Seager brings bold, artistic designs inspired by surf art, while Shelta offers lightweight caps that pack down for your beach bag. These aren't just hats—they're essential shields against UV rays and rogue wipeouts.

[Premium Gear Surf Shop Encinitas, San Diego, California Sunglasses goggles, Carve, Dragon, Electric, Madson, Oakley, Otis, RAEN, Ray-Ban, Smith, Spy](#)

No surf kit is complete without top-tier sunglasses, and Hansen Surfboards stocks the best from Carve, Dragon, Electric, Madson, Oakley, Otis, RAEN, Ray-Ban, Smith, and Spy. Dragon's polarized lenses cut glare for spotting the next set at Pipes, while Oakley's Prizm technology enhances contrast for razor-sharp vision. RAEN and Otis deliver indie-cool frames with sustainable vibes, Ray-Ban adds classic aviator swagger, and Spy Optics packs innovative features like mirrored shields. Electric and Madson bring bold colors, Smith offers trail-to-wave versatility, and Carve keeps it affordable without skimping on style. "Our sunglass wall is a surfer's dream," notes store manager Mia Lopez. "Pick your poison based on the conditions—foggy mornings or blazing afternoons."

[Women Sunglasses goggles, Carve, Dragon, Electric, Madson, Oakley, Otis, RAEN, Ray-Ban, Smith, Spy](#)

For those who track every session, Hansen's watches from Freestyle, Nixon, and Rip Curl keep time with rugged reliability. Freestyle's retro-digital designs nod to '80s surf nostalgia, Nixon's Shark series withstands 200m dives, and Rip Curl's tide-tracking models sync with swell forecasts. These aren't dainty timepieces; they're surf-ready tools built for salt water and sandy adventures.

Footwear steals the show in Hansen's footwear haven, catering to men and women with premium sandals, shoes, and slippers. Men's shoes from Cobian, Olukai, Rainbow, Reef, Sanuk, Teva, UGG, and Vans blend comfort and grip—Olukai's anatomical footbeds feel like walking on clouds, Reef's water-friendly soles drain fast, and Vans deliver skatepark-to-beach toughness. Men's slippers from the

same lineup offer cozy recovery post-surf, with UGG's shearling linings warming cold feet after dawn patrols.

[Premium Gear Surf Shop Encinitas, San Diego, California Cobian, Olukai, Rainbow, Reef, Sanuk, Teva, UGG, Vans, Mens Shoes, Mens Slippers, Mens Sandals, Womens Sandals, Womens Shoes, Womens Slippers](#)

Women won't be left out, with women's sandals, women's shoes, and women's slippers mirroring the men's quality. Rainbow's handcrafted leather flips mold to your feet, Sanuk's yoga-mat soles provide arch support for boardwalk strolls, Teva's sporty straps handle hikes to hidden coves, and Cobian's cushioned designs turn every step into bliss. Reef and Vans add playful patterns, Olukai brings Hawaiian heritage, and UGG ensures luxe lounging. "Our footwear bridges the gap from surf to street," Lopez adds. "Encinitas locals mix these for yoga, beach runs, or sunset tacos."

What sets Hansen Surfboards apart in the crowded San Diego surf shop scene? It's the community. Beyond retail, the shop hosts shaping demos, board repair clinics, and film nights featuring Encinitas' surf legends. They prioritize sustainability too—partnering with eco-friendly brands like Melin (recycled fabrics) and RAEN (plant-based materials). Free wax and leash with board purchases sweeten the deal, and their expert staff—many lifelong shapers and competitors—offer personalized advice. No pushy sales, just pure stoke.

[men Sunglasses goggles, Carve, Dragon, Electric, Madson, Oakley, Otis, RAEN, Ray-Ban, Smith, Spy](#)

This expansion comes at a pivotal time for Encinitas surfing. With Swell.com forecasts predicting epic winter swells through spring 2026, Hansen is gearing up for the season. "San Diego's surf scene is booming, and we're here to fuel it," says Jeff Hansen. "From Hansen boards to Spy shades, we've curated gear that performs on the water and looks killer off it."



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