



Self-described "West-head" Joran Briand was photographed on the Atlantic coast of France wearing Missoni Meris 2014 F/W collection.



## Stories

### JORAN BRIAND

We chatted with the designer and surfer about art, creativity, surfing and being a "West-head".

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text by Giulia Blass | photo by Alice Schillaci |  
styling by Francesca Cella  
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What came first - the surfboard or the drawing board? We asked designer Joran Briand to partake in our ZigZag Questionnaire. Here's a tidbit of our interview with him.

You say the ocean is your main source of inspiration, yet your works seem to be mostly in neutral colours and very geometric. Surfboards aside, how does the ocean factor fit in your designs?

Living close to the sea gives you a unique sense of well-being. The ocean is constantly changing and moving. The smoothness, the colours and the composition are true inspirations. Having a look at the forecast to go surfing or analysing the currents before a snorkel outing help me develop new methods that shape my daily work as a designer.



Jacket from the Missoni 2015 F/W Meris collection, venet, madell town

As a surfer, do you have a favourite ocean or sea?

My favourite ocean for the moment is where I grew up, the Atlantic Ocean, in South Brittany. When I was a kid I spent my entire holidays and weekends on the Arz island, Quiberon or Carnac. The Arz island was a place of freedom where we could fish and build new systems of

fishing rods. Carnac and Quiberon had a different feel for me, more urban, those were the places where I met my surfer and skateboarder friends. We felt like the Lords of Dogtown. The purpose of each new day was to skate in unusual spots or surf bigger waves of the wild coast. At that time, surfing wasn't an industry as it is now in Brittany: our spot was barely open for swimming.

It continues to be a wild place and the summer days are still very quiet.

In your project "West is the Best" you went on a quest to capture that Californian je-ne-sais-quoi that makes West Coast life so great. Did you manage to find its true soul? How would you describe it?

I started the West is the Best project because I wanted to create a dialogue about the particular relationship with the world that is channelled by surfing. The starting point for this project had to be California because its philosophy is a testimony of the fusion between culture and creativity. All the people we met there talked about their visions of the ocean, their relationship with the elements, and what the immersion into and contact with the waves bring to their creativity. These encounters nourished my work as a designer and my project to set up a studio on the French coast. To be a "west-head" for good and with no guilt! West is the best!

Find out what Joran Briand told us about design, creativity and living by the ocean on [Missoni.com](http://Missoni.com)