



# Article Side

Ride the Waves in Style with Element by [Henrich Greve](#)

Article published on March 5th 2012 | [Shopping](#)

Are you an adventure lover? Do you like zooming through your city roads on your feet? Are you always game for surfing? Well, if you are answering these questions with a yes then, a skateboard must be your favorite accessory on the wardrobe. Isn't it? Well, for skateboards lover like you, Element must be the trusted brand for surfing or zooming round the city roads. After all, the skateboard brand has quite carved niche in the industry since, its inception in the market in 1992.

The brainchild of Johnny Schilleref, the skate brand has undergone a revolutionary change, over the years. Schilleref started working with Giant Skateboard Distribution Company that marketed and distributed the skateboard brand. However, in 1994 Giant was considering to come out of the market with the brand that was previously named as Underworld Element. Schilleref, not being happy with the path taken by the skateboard was not much willing to call upon the death of the aggressive brand. He decided upon quitting the tag "Underworld" from the name and thus the brand Element was born on a radically different path.

While reinventing the skateboard brand, Schilleref took to an entirely different platform that stood up on a positive outlook. All he wanted to exhibit is the positive effect of skateboarding in life. The logo was changed to represent a white stick kind tree within a circle emphasized by a red background encircled by the elements earth, water, fire, and wind. To make a serious attempt with his skateboard Element, Schilleref relocated to California. Initially the going was tough, but the skate brand stick to the market to make a name. The brand slowly began witnessing a growing base of customers and shifted its headquarters to Santa Monica.

Well, if you have been wondering about the availability of the skate brand is only restricted to traditional stores then, you are certainly mistaken. Over the years, the brand went onto become one of the largest empires in skateboarding and slowly made its presence felt in the online shopping arena. You can also be assured of a free delivery, if it's Element via the online stores. The brand now not only produces skateboard, but also features a skate clothing line that include jeans, shorts, t-shirts, boardshorts, and hoodies. The brand with its skateboard and clothing range coupled with the concept of free delivery online has created a sensation in the world of skateboarding.

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Article Keywords:

Element, free delivery