

RUFSKIN

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FOR IMMEDIATE RELEASE:

RUFSKIN Hits the Beaches of South Africa for the Spring/Summer 2012 Campaign

San Diego, CA – February 27, 2012 – For our Spring/Summer campaign RUFSKIN headed to the beaches of South Africa with photographer Rick Day and our hottest new styles.

“After our award winning 2011 campaign in Brazil choosing the next exotic location was no simple task.” according to Douglas Coats, President of RUFSKIN, LLC. “We found the beaches of South Africa to be the perfect setting for some of our most daring swim and sportswear styles ever.”

Coats refers to The 2011 Golden Iris Reader’s Choice Award for Campaign of the Year.

“We drove south along the coast from Sea Point. The views are spectacular.” Photographer Rick Day recalls, “We went to Noordhoek beach first. It features the impressive rocks that you see in Bruno's shots. The beach is quiet and wild and really the perfect backdrop.” The model he refers to is Bruno Di Angelis with Moda Model S.A.

“We continued south on the coastal highway all the way to One Mile Beach. It's a huge stretch of white sand.” Day recounts, “Though there are people bathing and using the beach, the place is so vast that it always feels deserted. The vast expanse gave it a nice backdrop for Aaron's shoot and was a good contrast to the textured rocky setting of the previous shoot.” Aaron Bruckner with Boss Models S.A. was the model shot in that location.

Images from campaign will appear on the website at www.rufskin.com as well as online and print advertising around the world.

ABOUT US: RUFSKIN is a men's fashion label that designs and manufactures apparel and accessories in San Diego California for worldwide distribution. The lines include custom leather, denim, sportswear, swim, underwear and accessories. RUFSKIN is celebrating their 10th anniversary in 2012.

ABOUT THE PHOTOGRAPHER: A self-taught photographer, Rick Day moved to New York City in 1994 and became a noted name in Fashion Photography. His work has been published in numerous publications such as Elle, Details, Teen Vogue and GQ; they were the eye-catcher of advertising campaigns for Gap, Ritani and RUFSKIN.

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