

RUFSKIN®

3944 30TH STREET, SAN DIEGO, CA 92104 USA · T 619.564.7880 · F 619.282.6611 · WWW.RUFSKIN.COM · INFO@RUFSKIN.COM

FOR IMMEDIATE RELEASE:

The 2013 Swim Collection from RUFSKIN Inspired by the Catalan Region

San Diego, CA, USA – March 1, 2013 – For his newest swim collection RUFSKIN Owner and Head Designer Hubert Pouches drew inspiration from his homeland -- the Catalan region.

Catalonia (or Catalunya) is a sovereign territory covering parts of Spain and southern France. Bordered to the east by the Mediterranean Sea, it's birthplace of many famous artists and architects like Dali, Miró and Gaudi. The baroque and whimsical architecture, bright and rich Spanish colors with turquoise coastal waters act as a palette for our 2013 collection.

“The free-spirited, coastal European lifestyle is like a dream.” comments Douglas Coats, President of RUFSKIN. “We feel this collection captures that essence with our classic, sensual designs.”

The collection includes European-style swim briefs, sungas, square and boxer cuts in a variety of solids and prints. They will be available in March 2013 at RUFSKIN Boutiques, on RUFSKIN.COM and at select retail partners worldwide.

ABOUT: 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. The RUFSKIN brand celebrated its 10th anniversary in 2012.

RUFSKIN, LLC
3944 30th Street
San Diego, CA 92105
+1-619-564-7880

Press contact: Douglas Coats douglas@rufskin.com

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