

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:

RUFSKIN 2016 Spring/Summer Swimwear Collection Combines Modern Design with State-of-the-Art Textiles

San Diego, CA, USA – March 15th, 2016 - RUFSKIN, innovator in body enhancing swimwear, releases yet another capsule of poolside leisurewear and beach attire, this year in four waves of predominantly solid color ways.

Scuba, our softest collection of swimwear yet, crafted from high-density spacer spandex allowing us to sublimate an array of custom color prints, enhanced by a digitized effect as a result.

Loop, a retro-style collection fabricated using rich, vintage loop terry knit featuring moisture wicking properties, natural stretch and superior comfort.

Hybrid, a conceptual collection combining high-performance fabric and contemporary design. Not your average swimwear as each piece is also functional as an undergarment.

Cote d'azur, a tribute to the glamorous coast of Southern France using deep colors, metallics and blue hues to illustrate the Mediterranean lifestyle. Also introducing LYCRA® XTRA LIFE™ fiber providing shape retention and resistance against chlorine, fiber abrasion and UV RAYS (UPF 50+).

Within these collections you will find a variety of cuts ranging from the Euro-style bikini and Brazilian sunga, to the alternative swim trunk and square cut providing a little more coverage for those who prefer it. And as always, every piece is designed and manufactured in California.

ABOUT: Established in 2002, RUFSKIN is a men's fashion label that designs and manufactures apparel and accessories in San Diego California for worldwide distribution. The lines include denim, sportswear, swim, underwear and accessories. Full 2016 Spring/Summer collection now available at rufskin.com, RUFSKIN Boutique and select retail partners worldwide.

RUFSKIN LLC
3944 30th Street
San Diego, CA 92104
+1-619-564-7880

IG @rufskin
Twitter @rufskindenim
Press contact: Douglas Coats (douglas@rufskin.com)

###

