

# RUF SKIN

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**FOR IMMEDIATE RELEASE:**

## **RUF SKIN 2012 Fashion Show Coming to RICH'S on April 28th**

*San Diego, CA – April 24, 2012 – RUF SKIN's Annual Fashion Show is this Saturday night, April 28th, at RICH'S Nightclub in the Hillcrest neighborhood of San Diego California.*

“We have come a long way in our 10 year history of these shows. Our first one started late, was extremely long and due to confusion backstage some of the models were sprayed with bleach by mistake.” recalls Douglas Coats, President of RUF SKIN, LLC. “This years show will be better than ever featuring our latest swim, sport, denim and accessories paired with our hottest models and a very special guest.”

Coats refers to friend and RUF SKIN model Rodney Santiago of LogoTV's “A-List New York” and the new show “Couples Therapy” on VH1.

RICH'S doors open at 10:00pm and the show starts at Midnight.

*ABOUT: RUF SKIN 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 RUF SKIN brand is celebrating its 10<sup>th</sup> anniversary in 2012.*

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RICH'S Nightclub  
1051 University Avenue  
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Hours: 10pm – 2am

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