

RUFSKIN®

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FOR IMMEDIATE RELEASE:

RUFSKIN Eclectic 2015 Spring/Summer Collection Using Inspirations from the Rufhouse in Rancho Mirage Now Available

San Diego, CA, USA – April 25, 2015 – Rufskin announces their 2015 full Spring/Summer collection now available at rufskin.com, RUFSKIN Boutiques and select retail partners worldwide.

As a brand renowned for an emphasis on body flattering fit paired with an out-of-the-box design aesthetic, Rufskin offers yet another original and inspired capsule of swim and beachwear that is sexy, exuberant and offers something for everyone. The colors and prints were inspired by the eclectic and dazzling artwork found in and around the RUFHOUSE in the California desert, running the gamut from Latin folk needlepoint artwork to cartoons & lightning bolts.

A wide variety of cuts means you'll find skimpy Euro style bikinis, retro onion-skin nylon board shorts and everything in between. It doesn't stop at speedos, sungas and trunks either thanks to a playful collection of beachwear styles including flashy printed tanks and tees as well as super sexy mesh cover-ups. 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.

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