

RUF SKIN

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FOR IMMEDIATE RELEASE:

New RUF ROD Swim Collection by RUF SKIN Inspired By Rodiney Santiago

San Diego, CA – June 14, 2012 – RUF SKIN swimwear has always been heavily influenced by Brazilian style. Sungas, a popular cut in Brazil, are synonymous with comfort, masculinity and sex appeal. Today we are announcing a new line of Sungas inspired by model and television personality Rodiney Santiago.

Santiago is best known from LogoTV's *A-List New York* and his most recent project *Couples Therapy* on VH1. Born in Brazil, Rodiney moved to the US in 2006 to study English and was signed by a modeling agency in Miami soon after.

"The collaboration between RUF SKIN and Rodiney is a natural fit." accord to RUF SKIN President Douglas Coats, "We're excited to be working together with one of the sexiest men on TV to create this collection. It's a winning combination that we think everyone will love."

This collection of swimwear includes solid color blocks, mesh and patterns with a color palette chosen by Rodiney and RUF SKIN designer Hubert Pouches. Santiago was heavily involved with the fit of this line to ensure its Brazilian authenticity. The suits are named after cities from the Atlantic coast of Brazil like Angra, Lagoa and Busios just to name a few.

Manufactured in Southern California, the new RUF ROD line will be available this summer at RUF SKIN Boutiques, on rufskin.com and select retail partners worldwide.

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 10th anniversary in 2012.

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