

RUF[®]SKIN

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FOR IMMEDIATE RELEASE:

RUF[®]SKIN Launches New RUF-ROD Styles for 2014 in Collaboration with Rodney Santiago

San Diego, CA, USA – June 23, 2014 – Rufskin has rekindled its collaboration with Brazilian model Rodney Santiago for a mid-season collection of sexy swimwear and beach wear. The limited edition line is comprised of two sun-ga style swimsuits, a pair of retro-minded board shorts and a sporty mesh tank top. Incorporating vivid beachy colors, mesh fabrics and geometric graphic prints this new collection promises to turn heads all summer long.

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 denim, sportswear, swim, underwear and accessories. The RUF[®]SKIN brand celebrated its 10-year anniversary in 2012.

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