

# RUFSKIN

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FOR IMMEDIATE RELEASE:

## RUFSKIN Accessories Featured in Madonna's MDNA Tour

*San Diego, CA – July 19, 2012* – Earlier this year RUFSKIN was commissioned to design and manufacture accessories for Madonna's MDNA Worldwide Tour. Based on our HERO, MORITZ and SAMURAI styles, all were customized for the back-up dancers on Madonna's ninth concert tour.

"We are thrilled that our designs are being used in the show." Commented Douglas Coats, President of RUFSKIN. "It's a true honor to be in the company of so many other well known designers on this tour."

The MDNA tour began last May in Tel Aviv and will be seen in 67 cities on 4 continents before it comes to a close in December 2012.

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

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