

RUFSKIN®

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FOR IMMEDIATE RELEASE:

THE NEWEST SPORTSWEAR AND UNDERWEAR CAPSULES BY RUFSKIN PHOTOGRAPHED AT THE RENOWNED PALAIS BULLES IN FRANCE

San Diego, CA, USA – July 26, 2016 - San Diego-based menswear brand Rufskin was recently extended the great honor of photographing their latest underwear and sportswear capsules at the famed Palais Bulles, on the outskirts of Cannes in the south of France. Owned by esteemed designer and fashion icon Pierre Cardin, this sprawling amorphous architectural marvel provided a once-in-a-lifetime backdrop to shoot their latest collection. Founders and photographic minds behind Rufskin, Hubert Pouches and Douglas Coats, jumped at the opportunity to spend time at the famous home, as well as photograph exclusive pieces from Pierre Cardin's latest collection. With company muse and model Logan Swiecki-Taylor in tow, the team descended upon the home and wasted no time getting to work.

Constructed between 1975 and 1989 and designed by Hungarian architect Antti Lovag, the Palais Bulles hosted some of the wildest and most memorable events in fashion. Working closely with Pierre Cardin, Lovag envisaged and constructed a home that ensured no two rooms were the same and true to Antti's distinctive style, there is a nearly complete lack of straight lines. These features, along with one-of-a-kind custom designed rooms by artists such as Patrice Breteau, Jerome Tisserand, Daniel You, François Chauvin, and Gerard Cloarec made the Palais Bulles an incredible backdrop for Rufskin's latest campaign.

The home's 70's avant-garde yet organic design and unprecedented visual appeal provided a unique set and magical frame for their current collection of twill denim. However, the real focus was on Rufskin's latest underwear group, aptly dubbed 'SUPREME'. This collection is crafted using "TOUCH"; a new, highly constructed nylon-microfiber blend featuring superior stretch and ultra soft hand. This fabric contains LYCRA® XTRA LIFE™ - allowing maximum performance with high durability and shape retention. Rufskin's most comfortable and luxurious underwear yet.

The SUPREME collection is divided into two color groups, each with their own individual features while still incorporating an ultra soft, exposed elastic waistband. The pure white group is inclusive of a variety of different cuts from the jock strap to the body suit, all featuring a new embroidered logo. SUPREME black focuses on a more simplistic, body enhancing design with cuts such as the bikini brief, boxer brief and a three-quarter length pant, ideal for yoga or exercises where ease of motion is required. A stylish drawcord with gunmetal tips and eyelets at the waistband gives SUPREME black an elegant, yet masculine appeal. Words don't do this collection justice. You simply won't believe until you touch!

The ultra modern amphitheater overlooking the astonishing Mediterranean gave an extra dimension to Rufskin's new sport capsule collection "ANATOMIC."

The boundless variety of each room offered an exceptional element to their classic twill and denim, coincidentally resulting in a perfect match to the earthy colors of the garments.

In addition to releasing their bi-monthly e-zine magazine, Ruffhouse Mag, Rufskin is coordinating and implementing a photo book, home decor pillows and a gallery show this fall showcasing the architecture, interiors, and the male aesthetic from the Palais Bulles. Rufskin extends heartfelt gratitude to Jean Pascale Hesse for his gracious contribution to the project, as well as a sincere appreciation for Pierre Cardin and his creative genius in fashion.

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. Full collection available at rufskin.com, The RUFSKIN Boutique and select retail partners worldwide.

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