

# RUFSKIN®

3944 30<sup>TH</sup> STREET, SAN DIEGO, CA 92104 USA · T 619.564.7880 · F 619.282.6611 · WWW.RUFSKIN.COM · INFO@RUFSKIN.COM

## FOR IMMEDIATE RELEASE:

### **RUFSKIN 2014-2015 Menswear Collection Now Available**

*San Diego, CA, USA – October 3, 2014* – Rufskin's new collection of menswear has been unveiled, embodying the essence of the brand while keeping an eye to the future, with an emphasis on organic craftsmanship and a "no rules" aesthetic. With influences verging from the American west to futuristic opulence, we have blurred the lines of casual and dressy, even down to the underwear.

We've chosen coated fabrics and bold prints, used inventive combinations of materials, and employed heavy distressing, washes and garment dying, manipulating the pieces to create a look that is sometimes unpolished, often unexpected and always unpredictable.

View the stunning lookbook ([issuu.com/rufskin](http://issuu.com/rufskin)) for glimpses of the clothing set in the stark and spectacular California desert.

To purchase, visit [rufskin.com](http://rufskin.com) or head to one of our boutiques, located in San Diego, New York, Amsterdam or Miami.

*ABOUT: Launched 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.*

RUFSKIN, LLC  
3944 30th Street  
San Diego, CA 92105  
+1-619-564-7880

Press contact: Douglas Coats [douglas@rufskin.com](mailto:douglas@rufskin.com)

###

