

RUFSKIN

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FOR IMMEDIATE RELEASE:

Local Menswear Company Celebrating Ten Years

San Diego, California – October 23, 2012 - Even in these times of recession and companies downsizing or closing, a local clothing company is about to celebrate its ten-year anniversary. Rufskin, a menswear company and now “International Fashion House” is celebrating a decade of edgy and creative fashions all made right here in San Diego County! Rufskin has created not only a niche for itself but a reputable name among popular culture. From wardrobe designs in the current Madonna MDNA World Tour and HBO’s True Blood series to creating a collaborative collection with Rodney Santiago star of reality television, Rufskin’s creative genius and designer Hubert Pouches has a unique ability to keep innovating with new and inspired collections.

The clothier opened its first retail store in the North Park neighborhood in 2009. The store is directly attached to their Headquarters, founded in 2002. Rufskin created a niche for tailored, masculine designs that also have an athletic and vintage approach to dressing the man’s body. The house originated with denim jeans that focused on providing designs uninfluenced by current trends and finding international inspirations (France and Brazil) while keeping a local feel in the products.

Rufskin will host a grand reopening of their North Park boutique on November 17th to commemorate ten years of cultivating a global niche with innovative design and provocative style while still keeping their original philosophies in sight. The company currently has boutiques in Amsterdam, New York City and San Diego as well as worldwide retail partners and an online store at www.rufskin.com.

The reopening party, which starts at 6p.m., will include giveaways as well a chance to meet some of the renowned Rufskin models and those involved with creating this San Diego success story. During the party the store will be open for business and welcomes the press, friends and businesses that are directly involved with the brand to browse through previous collections, leather goods and get a sneak peek at some of their upcoming collection.

Event info:

November 17, 2012

6:00 p.m. to 10:00 p.m.

Rufskin Boutique 3944 30th Street, San Diego, CA 92104

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