

RUF[®]SKIN

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FOR IMMEDIATE RELEASE:

TOM OF FINLAND by RUSKIN: Exclusive And Limited Edition Athletic Apparel

San Diego, CA, USA - January 28, 2015 - RUF[®]SKIN is pleased to announce an exclusive and unprecedented collection of athletic apparel created with Tom of Finland Foundation in Los Angeles. The 15-piece collection, featuring images and inspiration from the works of legendary artist Tom of Finland (Touko Laaksonen, Finnish 1920-1991), is a seamless bridging of art and fashion, fusing RUF[®]SKIN's aesthetic and designs with the iconic visual language of TOM.

Head designer Hubert Pouches had a primary goal when conceiving the capsule: to pay homage to the groundbreaking artist while simultaneously introducing him to a new generation of devotees. The artwork of Tom of Finland was a significant inspiration in the genesis of the RUF[®]SKIN label, specifically in his characterization of masculinity. Now that this influence has been channeled to create a co-branded collection, the desire was to produce something that distinctly represents both with a modern interpretation. The result is a line of athletic apparel that is at once imaginative, alluring, unpredictable and reverent.

"My goal when I was asked to collaborate with such an iconic name was to showcase the incredible work of an artist who insistently pushed the boundaries of art and sex and translating it into an "athletic" wardrobe, which is today fully part of our daily routine." - Hubert Pouches.

The collection will debut globally on February 12th, 2015 and will be available for purchase at rufskin.com, RUF[®]SKIN Boutiques (San Diego, New York, Miami and Amsterdam) and through select partners. Launch events will be held in New York City on February 12th, 2015 and in Los Angeles at Tom of Finland Foundation on February 21st, 2015.

This collection follows the historic release of Tom of Finland stamps, the first stamps worldwide devoted to a historical figure known for his contributions to gay rights and culture. Initiated by Tom of Finland Foundation and issued by Itella Posti (The Finish Postal Service) in September 2014, pre orders exceeded 80,000 units from 178 countries. 2014 also marked the first major museum exhibition devoted to TOM's art at The Museum of Contemporary Art in Los Angeles. In June 2015, Artists Space in New York will mount the largest exhibition of Tom of Finland's work in the US. In 2016, a biopic on the artist directed by Dome Karukoski will hit silver screens internationally.

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ABOUT RUFSKIN

Established in 2002, RUFSKIN began with a desire to fill a void in men's fashion, starting with the ethos of our brand: a well-cut, sexy men's jean. The business grew from its original artisan denim line to a global menswear company encompassing swimwear, underwear and athletic wear. It is built on the foundation of being at once vintage, sexy, masculine, athletic, futuristic and above all, well crafted.

RUFSKIN Founder Hubert Pouches and Douglas Coats met during the early '90s in Paris, France when Pouches, who had cut his fashion teeth designing for the Parisian "Maison Courreges", and later created a men's modeling agency where Coats was part of his team. In '93 they packed and moved to California. They pooled their talents and passions and started Rufskin in 2002. More than a decade later, they continue to blaze a trail independent from the conventional fashion industry, crafting a brand focusing on the always evolving "Rufman" who is someone confident with a strong attitude.

ABOUT TOM OF FINLAND / TOM OF FINLAND FOUNDATION

Tom of Finland (Touko Laaksonen, Finnish 1920-1991), is the creator of some of the most iconic and readily recognizable imagery of post-war gay culture and is regarded as one of the 20th century's most influential artists. He produced thousands of images beginning in the 1940s, robbing straight homophobic culture of its most virile and masculine archetypes (bikers, hoodlums, lumberjacks, cops, cowboys, and sailors) and recasting them - through deft skill and fantastic imagination - unapologetic, self-aware, and boastfully proud enthusiasts of gay sex.

In 1984, the nonprofit Tom of Finland Foundation was established by Durk Dehner and Touko Laaksonen. As TOM had established worldwide recognition as the master of homo-erotic art, the Foundation's original purpose was to preserve his vast catalog of work. Several years later the scope was widened to offer a safe haven for all art in response to rampant discrimination against work that portrayed sexual behavior or generated a sexual response. Today the Foundation continues in its efforts of educating the public as to the cultural merits of erotic art and in promoting healthier, more tolerant attitudes about sexuality.

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