

RUFSKIN[®] 15

CELEBRATING 15 YEARS

FOR IMMEDIATE RELEASE:

RUFSKIN LAUNCHES 2017 SWIMWEAR / BEACHWEAR LINE

San Diego, CA, USA – FEBRUARY 23, 2017 - RUFSKIN is proud to announce the launch of their 2017 Swimwear / Beachwear line celebrating 15 years of innovative swimwear Crafted in California.

RUFSKIN is reintroducing some of their most popular styles including the best-selling “Sport Mesh” and launching new concepts such as our “cheeky” brief bikini, a new “faux” swim jockstrap, exclusive sublimation prints and 2-panel boxer briefs. A wide array of cuts and new colors add excitement to the collection.

Lifestyle images for the campaign were photographed on the Big Island of Hawaii with RUFSKIN model and muse Logan Alan Swiecki Taylor.

Douglas Coats, President of RUFSKIN, LLC commented, “The collection continues our tradition of sport-inspired influences and stays true to our California roots.”

The collection will be sold directly at RUFSKIN.COM, at the RUFSKIN Flagship Boutique in San Diego California and select retail partners worldwide.

ABOUT: Established in 2002, RUFSKIN is celebrating their 15th year as 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 92104
+1-619-564-7880

Instagram @rufskin
Twitter @rufskindenim
Press contact: Douglas Coats
(douglas@rufskin.com)

###

