

RUFSKIN®

FOR IMMEDIATE RELEASE:

RUFSKIN LAUNCHES 2018 SWIMWEAR / BEACHWEAR LINE

San Diego, CA USA -- March 15, 2018 -- RUFSKIN announces the launch of their 2018 Swim / Beachwear line, introducing 4 groups of limited edition sublimation prints, a tribute to the California lifestyle.

A new, technical fabric is debuted featuring quick-drying properties, high shape retention and 4-way stretch, which also allowed custom sublimation prints that are vividly enhanced when wet.

RUFSKIN's stretch denim swimwear marked a keystone in the brand's history. The new "Denim" swimwear capsule carries the indigo vibe into their most popular shapes embellished with classic saddle details and golden hemp leaf. The denim group is a reminder of the brand's origins.

Recreational use of the cannabis plant has recently been legalized in California. RUFSKIN is proud to embrace this issue in a polished and sophisticated way: A series of original prints from botanical drawings, to a glorified gold hemp leaf.

With a strong background in Californian surf culture, RUFSKIN offers a series of "Hawaiian" prints as a connecting element to 2 of the World's most famed surfing destinations.

The 2018 swimwear prints are a clin d'œil to what RUFSKIN likes and supports. The sparkling rainbow flag in the hibiscus flowers represents their standpoint for equality, while the flashy 80s print and vintage graphics are reminiscent of different eras in Cali style.

This limited edition swimwear is composed of the brand's most popular cuts and shapes:

The straight cut trunk is a fusion of the traditional board short, and classic swim short constructed using 2 panels that wrap around the body with no side seams; a RUFSKIN original design.

The swim brief follows the same concept of construction, however dares to reveal more of the body. A front pouch and faux fly emphasize masculinity and comfort.

The sunga is a longtime RUFSKIN statement shape. Brazilian style, effortless, comfortable and carefree.

The “so called” Euro-cut is one of RUFKIN’s most original shapes. Minimal and effective, this design is ideal for sunbathing and showcasing the body. Unapologetic.

To complement these styles, RUFKIN brings a group of “after the beach” cover up pieces including sport shorts, perfectly paired with their lightly distressed graphic tees.

RUFKIN’S 2018 Swimwear capsule resumes what they “are all about.” California lifestyle is at the essence of the brand’s philosophy.

RUFKIN Studio takes to Central America in search of the perfect background for the 2018 swimwear campaign. Charmed by immense tropical beauty and the carefree vibe of the locals, they find home in Montezuma, Costa Rica. The entire creative concept down to photography and styling were done in house by Coats and Pouches, featuring model / muse Logan Swiecki-Taylor.

The collection will be sold directly at www.rufskin.com, at the RUFKIN Flagship Boutique in San Diego, California and select retail partners worldwide.

ABOUT: Established in 2002, RUFKIN 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, swimwear, underwear and accessories.

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