

RUFSKIN[®]5

CELEBRATING 15 YEARS

FOR IMMEDIATE RELEASE:

RUFSKIN LAUNCHES STELLAR SPORTSWEAR CAPSULE

San Diego, CA USA -- July 25, 2017 -- RUFSKIN declares the launch of STELLAR: their latest sport / loungewear capsule designed with a vision inspired by the constellations.

Introducing an array of brand new styles including a track jacket, training pants, athletic shorts and performance briefs made from stretch sport knit with a “STELLAR” star-dusted shine. The illumination of the fabric resembles Earth’s constellations while adding a stylish flare to the multifunctional pieces. The STELLAR sport bottoms, including RUFSKIN’s signature sunga cut, a jockstrap, high-waisted brief and boxer short are a sport / swimwear hybrid. RUFSKIN continues to provide an avant-garde approach to sportswear fusing ultramodern textiles with conceptual design.

RUFSKIN studio hits the road once again, unearthing planetary locations such as Mono Lake in the Eastern Sierras of Northern California and it’s incredible surrounding landscapes. The entire creative concept for the campaign was done in house by Coats + Pouches featuring model and muse Logan Swiecki-Taylor. Taylor commented, “The natural formations of Mono Lake offered the perfect celestial canvas to complement the collection. RUFSKIN really is sportswear for everywhere™.”

The collection will be sold directly at www.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, swimwear, underwear and accessories.

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