

RUFSKIN®

FOR IMMEDIATE RELEASE:

RUFSKIN LAUNCHES “CALIFORNIA DUST” -- The Return of Stretch Denim Underwear / Swimwear

San Diego, CA USA -- September 15, 2018 -- RUFSKIN is pleased to announce the launch of the first wave of their re-edition line of stretch denim underwear/swimwear.

Continuing their quest to embody California through denim, RUFSKIN has recreated one of their most requested products. Introducing a new, improved stretch sateen denim with the finest count of 7.2 oz cotton, this fabric was created to increase comfort and perfect their signature fits. The 6 iconic designs ranging from a full seat brief to the jockstrap, while also debuting a raw denim chef's apron, all feature silver hardware and classic gold stitching.

The ever-popular Truxton brief constructs a front-tie fly with metal eyelets and and leather cord lace-up while Rob's and Spoke tie at the back. Other design elements include ultra soft elastic straps and chic silver metal D-ring detail at the hips of Strapped and the Prince “T-back” brief. The highly anticipated Roman reintroduces RUFSKIN's signature cheeky fit, enhanced by a back yoke, belt loops and branded leatherette patch.

Each piece comes in a rich, deep indigo finish, 3 of which are also available in a lightly distressed wash. RUFSKIN has gone “back to their roots,” as stretch denim underwear is a keystone in the brand's history.

The second wave of “California Dust” will consist of 2 stretch denim tops including a crop and button shirt, re-edition denim jean styles and 2 brand new denim underwear pieces: a sexy, side tie brief and a sunga; a longtime RUFSKIN statement with Brazilian style origin.

RUFSKIN studio embarks on a journey to the basins of Mecca, California's Painted Canyon. The earthy tones of the bountiful valleys along with the natural light of the sun produced a captivating backdrop for the California Dust campaign. All photography was done in house by Hubert Pouches with styling by Douglas Coats, featuring model and muse Logan Swiecki-Taylor.

The collection will be sold directly at www.rufskin.com, at the RUFSKIN flagship storefront in San Diego, California and select retail partners worldwide.

ABOUT: Established in 2002, RUFKIN celebrates 16 years as a men's fashion label that designs and manufactures apparel and accessories entirely in Southern California. The lines include denim, sportswear, swimwear, underwear and accessories.

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