

Dear Sir/Madam,

It is my pleasure to provide you with this press kit to introduce you to the EARUGBY Euclide Avridor denim brand located in New York City. We produce premium denim along with a wide range of apparel.

We are redefining denim wear by offering top quality premium denim in an assortment of fits, styles and designs. Simply made to fit your lifestyle.

Please take a moment to review the valuable information included in this press kit so that you can learn more about the EARUGBY brand. Thank you for your time and your interest.

Best regards,

Mylène Delattre
CEO/Co-Owner



About EARUGBY

EARUGBY Euclide Avridor is a premium denim brand that was founded in 2003. Euclide Avridor is the creative mind behind the brand with years of knowledge and experience working for some of the most renowned apparel companies in the industry. When Euclide founded the company in 2003, he wanted to create an apparel line that projects a bold and defiant stance for self-expression and individuality without conforming to the norms. EARUGBY applies the highest quality standards of workmanship in every product to maintain the brand identity and integrity from the stitching, textiles, all the way to the fit.

Our Vision

It's your story. Be the influence and follow your instinct. It's a fashion revolution, made from the energy and vibration of your soul to fit your body. There's no surrender or foul play. It's a stand-off; mark your line of advantage. EARUGBY, *Crafted Strictly For A Rugged Lifestyle.*

Management Team

Euclide Avridor, Founder/ Designer

- Euclide Avridor has years of experience working as a designer and fit expert.

Mylène Delattre, CEO/Co-Owner

- Mylène Delattre has two MBA's in business management. She also has years of experience in finance and operations management.

The Designer

Euclide Avridor is an American fashion designer living in New York City. Euclide was born in Port-Au-Prince, Haiti and he has five siblings. His father worked in construction and mother was a seamstress.

Euclide Avridor studied fashion designing at Burdett School in Boston, Massachusetts. Euclide completed an intense fashion design program in twelve months. After graduating from Burdett with a fashion design degree in 1997, Euclide got the opportunity to work at Warnaco Inc. as a spec technician, where he received hands on experience on how to illustrate and create step-by-step sewing constructions with specifications for the factories. This opportunity was the beginning of a long career in the fashion business that exposed Euclide to become a technical designer and a design fit expert. He continued his career working for other major brands such as Victoria's Secret Direct, The Nat Nast Company and Calvin Klein Jeans to name a few. Together, these various experiences propelled Euclide to create his own clothing brand. Consequently, in 2003, EARUGBY was born.



Euclide's design concept for EARUGBY is simple: fit is king. Euclide wants to offer the best fits by using the finest denim fabrics and workmanship in the USA. Redefining denim wear and offering top quality premium denim in an assortment of fits, styles and designs is the main objective. Euclide sought to create an unconventional denim line that accentuates key features on the body, where rugged meets luxe. Euclide created a brand that projects a bold stance of self-expression, sexiness and the confidence to follow your inner trend.

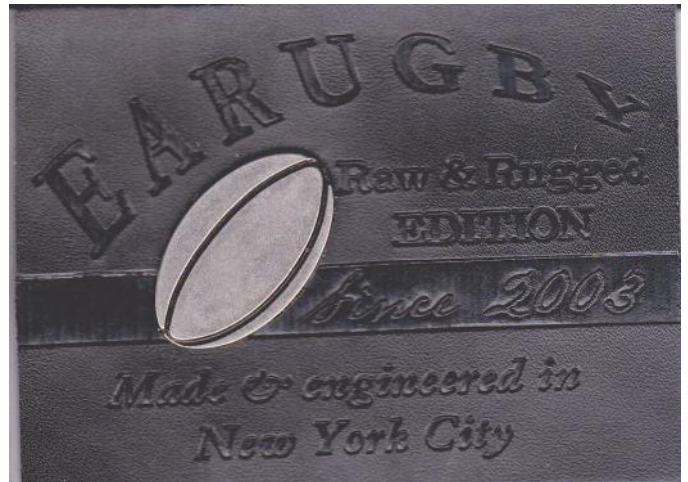


Coast to Coast Denim



*Made & engineered in Los Angeles
(Washed denim)*

*Made & engineered in New York City
(Raw & Rugged EDITION)*



*“You & A” host Clare Galterio in our white Kyra jean
for a Daughtry interview on Music Choice.*



As

 **Bespoke**
MAGAZINE



Seen

On



examiner.com

**denim
debutante**

**DB**

DENIMBLOG



Date: 9/28/12 - INTRODUCING: EARUGBY

Earugby's slogan is : "Crafted Strictly For A Rugged Lifestyle" and looking at these jeans, I cannot agree more. I just love the way these jeans look so lived in already, as if the models wearing them hadn't taken them off for weeks on end. Created in 2003 by Euclide Avridor, this brand holds a big future if they keep on delivering what they promise. My point is that Earugby gives us skinnies and slouchies without being too "clean" or boring, blah, like so many dark blue skinnies out there. And this means that they are still sexy and form fitting but because of their special treatment, they look -- well, rugged and lived in! Just the way I so want my own jeans to look! But you gotta shell out a few pretty bucks for those, they retail from \$215 to \$295!

Date: 11/19/12 - FALL 2012 EDITORIAL

Earugby: Destructed and vintage medium wash low rise skinny jean with stretch. Engineered fit to give a sexy silhouette all over from the waistline down to the legs. Back with low positioned double zippers for a rugged touch. This jean was crafted with excellent workmanship and care to give a sophisticated sexy feminine fit. 98% Cotton/2% Spandex.

Date: 7/26/13 - EARUGBY - THE CROPPED SKINNY

Last year we introduced you to a new brand from New York, EARUGBY. They just came out with some cropped skinny jeans perfect for this summer weather and I wanted to share with you Denimology readers.

I would like to especially point out their white jeans, as it has been quite difficult for me to get a pair for myself which is: 1) not transparent, 2) not too stretchy and 3) of a heavier weight denim. Earugby literally made these jeans for me (well, they could have!), as they fulfilled all my requirements. They send me a pair to try on, and hey, I would not have any reason to write about them unless it was absolutely true and awesome! The jeans fit like a glove without pinching or gapping. They are NOT transparent and they are made of a heavier denim and still have a perfect 2% stretch. Now, the best thing is that Earugby is offering a 20% off coupon code to use on their website - go for it!



Date: 8/10/12 - Inside scoop: Earugby website launch of rugged yet luxe apparel

Who said Rugby had to be preppy and conformist? Surely not Euclide [yoo-klid] Avridor the Haitian born designer and mastermind behind EARUGBY sportswear, he states, "*my goal has always been to create an unconventional clothing line that accentuates a rough, bold yet sexy lifestyle...where rugged meets luxe.*"

Well he has done just that. The new season offers somewhat rugged polo shirts with the finest attention to detail and huge attention to quality. Each piece has a light vintage wash for that broken in soft hand feel. The oversized signature rugby ball insignia can't be missed. A cool feature with most tees is the logo letters are stitched on in contrast woven fabric instead of printed, so the raw edges become more rugged as they are washed.

The denim line far surpasses anything we have seen in the market. Euclide certainly knows how to play up a woman's curves and derriere. Perhaps it's a skill he learned during his days as an intimate apparel bra technician at Victoria's Secret or while he was a jean expert for Calvin Klein and Nautica. The flap detail on an otherwise useless coin pocket and the unexpected side zipper that allows easy access are **genius**. Why didn't anyone think of this before? Here are some pictures from behind the scenes at a recent photo-shoot for the website launch. Euclide is obviously the poster boy for this brand and wears it so well in a crisp blazer and pumped up kicks. Here is some insight on fashion and his company's game plan.

1. *How do you think your collection will cater to the Miami lifestyle?*

Euclide: The EARUGBY collection represents a sexy and intricate lifestyle. It's comfortable clothing made in the finest fabrication and workmanship. Miami is a great oasis of cultural mix with a passion and keen taste for high quality fashion so the EARUGBY collection is the perfect fashion revolution and love affair with the Miami lifestyle.

2. *What is different about your denim that sets you apart from the rest?*

Euclide: Fit and quality is a huge aspect and attribute to our denim collection. The fit on our jeans accentuate the overall shape of the body from the waist, hips and down to the bottom leg opening with engineered shapes and seams. Our denim wash details are strategically placed to add a rough yet sexy embodiment of the EARUGBY vision and rugged lifestyle inside and out.

3. *What inspired the designs behind your website launch collection?*

Euclide: Our designs are inspired by the raw nature and aesthetics of rugby in a pure self-expressed yet sophisticated and luxurious lifestyle.

If you have had the pleasure of meeting Euclide you would notice he too is self-expressive with super positive energy, smooth vibes and far from conformist. He is the guy that likes to quietly stand out in a room whether it's with a teased out afro, perfectly coiffed corn rows or the recent buzzed look sporting Earugby. Expect that he will translate that *unexpected* into future collections and keep us wanting more. There you have it ladies and fellas this is one fashion game that will be getting a lot of play. You can visit the e-tailer at www.earugby.com for the hottest fall denim for some new *kick it* back to school looks.



Established 2003

Press Release



EARugby Euclide Avridor Celebrates the Launch of earugby.com

EARugby Euclide Avridor Celebrates the Launch of earugby.com New York, NY, July 27, 2012 --(PR.com)-- EARugby (EE--AY Rugby) an apparel company that specializes in jeans and a wide range of clothing for men and women, today announced the launch of their online store EARugby.com.

They celebrated this event with an exclusive party at YOTEL in New York City, with some of the most popular figures in the fashion industry in attendance.

A spokesperson for EARugby comments: "Our launch party was a great experience for all invited; guests had the opportunity to experience firsthand, the EARugby spirit; an unconventional clothing line that accentuates a rough, bold yet sexy lifestyle... where rugged meets luxe."

As well as enjoying a look at the new collection, guests at the party indulged in cocktails and champagne.

"Of course, for us, the highlight of the evening was the unveiling of some of the key pieces from our Summer 2012 Collection, and from the glowing reception we received, we are confident that our current line will live up to our fans great expectations."

About EARugby

EARugby is a high-end quality apparel company, founded in 2003, that produces jeans and a wide range of clothing for men and women; that projects a bold and defiant stance for self expression and individuality.

EARugby applies the highest standards of workmanship in every aspect of every garment including the textiles, the stitching and the fit.

Euclide Avridor is the creative mind behind the brand with years of experience working for some of the most renowned apparel companies, including Calvin Klein Jeans, Nautica, The Nat Nast Company, Victoria's Secret and Warnaco.

Euclide Avridor, President and Designer, Comments: "I am already looking forward to our next launch, and hope the event will further cement EARugby's position as an unconventional brand and our overall vision and philosophy."

Contacts

Mayer Morissette, (866) 456-7968
Brand Communications Specialist
mmorissette@earugby.com

LOEWS

WINTER/SPRING 2012/14 | \$5.95 | LOEWSHOTELS.COM

MAGAZINE

RETRO REVIVAL

What's Old is Cool (Again)

SOUTHERN RISING

FROM NASHVILLE TO NEW ORLEANS

A PARK AVENUE LANDMARK REOPENS

THE REIMAGINED LOEWS REGENCY HOTEL IS BACK

ONE DAY IN ORLANDO

24 HOURS WITH UNIVERSAL CREATIVE'S VISIONARY

FAMILY-FRIENDLY CANADA

MONTREAL AND QUEBEC WITH THE WHOLE CLAN

PLUS

- Totes for short trips
- Trina Turk shares her favorite LA shops
- The renaissance of American denim
- South Beach Wine & Food Festival

Domestic Denim

Locally manufactured iterations of the classic fabric gain traction with unmatched quality.

BY JESSICA ANDERSON

Although denim's storied legacy in North America dates as far back as California's mid-19th-century gold rush, the iconic textile is experiencing something of a renaissance. Many of the industry's top producers are returning to their roots, basing their manufacturing operations in the United States instead of offshore locations. "Many people in all different areas of the fashion industry are beginning to realize that with a little bit of effort, it is possible for the United States to recapture a large portion of apparel manufacturing that has been lost over the past few decades," says filmmaker James Belzer, who chronicles the rise of this emerging trend in his upcoming documentary, "Make it in Manhattan & the USA."

Locally based companies are updating denim's traditional look by experimenting with a variety of indigo dyes, foil and wax coatings, metallic dusting techniques and unpredictable prints. This winter and spring, look for pieces marked with a "Made in USA" label while incorporating seasonal trends. Embrace moto-inspired finishes by pairing a foil-glazed denim jacket with fitted jeans, or tuck a crisp button-down shirt into a denim pencil skirt or printed jeans for an outfit with a feminine edge.



▶ **7 For All Mankind** fitted, mid-length denim jacket with leather yoke in black, \$328, at 7forallmankind.com.



▶ **EARugby** Marcus distressed slim skinny jeans with embroidered back pockets, \$230, at earugby.com.



▶ **Hudson Jeans Byron** classic straight leg jeans in Crafton, \$176, at hudsonjeans.com.



▶ **True Religion** distressed denim jacket with sherpa collar and lining, \$278, at truereigionbrandjeans.com.

▶ **True Religion Billy** straight leg jeans, \$238, at truereigionbrandjeans.com.



EARUGBY EUCLIDE AVRIDOR, LLC

45 Rockefeller Plaza, Suite #2000

New York, NY 10111

tel 1.866.456.7968

info@earugby.com

www.earugby.com

Follow us on:

