

Ruff Tung launches inclusive collection



By [Ruth Cooper](#)

8 Aug 2017

Local fashion label [Ruff Tung](#) will be launching their new inclusive collection at the upcoming [Mercedes-Benz Joburg Fashion Week](#). The collection aims to create quality garments for women of all sizes.

We got in touch with Bridget Pickering and Ludwig Bausch, co-designers of Ruff Tung to find out more.



■ ***Can you tell us more about your inclusive collection which you will be showing at the upcoming Joburg Fashion Week?***

We are excited to be launching our Inclusive Collection. Ruff Tung has always celebrated bold statement colours and prints and with this range we remain true to our brand heritage. Our design ethos is to celebrate and reflect authentic women and because of this, the Ruff Tung Brand has naturally evolved to be more size inclusive. Our aim is for all women to experience fashion in the same way but without compromising on the ultimate fashionable look.



■ ***What's your ultimate fashion item?***

Bridget – Sequins Tuxedo Trousers and a large clutch bag

Ludwig – A Louboutin nine inch heeled patent leather ankle boot

■ ***What advice would you give to any aspiring female fashion designers?***

'May the odds be forever in your favour.'

It's a tough industry and we can't stress enough that you need to work in the industry to understand your market, grow a thick skin (of sequins mermaid scales) and realise that being a designer is not about beautiful illustrations and fashion week, but all about business and sales.



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■ ***What type of women do you design for?***

We are 100% motivated and inspired by the woman we dress. We have always designed with an honest approach to

what woman want and Ruff Tung is all about celebrating a positive self-image. As designers, we're inspired by these confident, contemporary women who live full and complex lives.

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Be Your Own Kind of Beautiful #rufftungplus #Beautiful #spree #curves #style #wecouldntresist
#fabulousfashion #WinterStyle #online #easysshopping #SAdesigners #shopshopshop #TwiggyDress
#treeprint #luxuriousknits #kimonotwistdress #wintervolumedress #gorgeousstyles SHOP
@spreecoza A post shared by RUFF TUNG (@rufftung) on Jul 20, 2017 at 8:41am PDT

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■ ***Do you think it's important to have a month dedicated to women?***

So often we hear women lamenting over their ultimate goal weight – always something they are trying to change about themselves, so our brand mantra has become “Live your best life now”. So a month dedicated to celebrating & honouring all women in our world rings true. We know every woman has her story to tell, her legacy to share. Our struggles & triumphs are what make us who we are & by, showing support & solidarity of one another, we lead by example for the next next generation of women to come.

■ ***What would you like to see change in SA when it comes to gender inequality?***

We see it daily in our own personal lives and within our business – women being suppressed with negative consequences. If we could wave our magic wands, we would like to see an emphasis on education, giving our youth the opportunity to empower themselves within their communities.

“Education is the most powerful weapon which you can use to change the world.” – Nelson Mandela

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SHOWTIME #mbfwj17 #19Aug6.30pm #designerduo #rufftunginclusive
#deonredmancreativeproduction @afi_sa @ludwig.bausch

A post shared by RUFF TUNG (@rufftung) on Aug 7, 2017 at 8:39am PDT

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📌 **What's next for Ruff Tung?**

The launch of our Inclusive Collection will be our main focus this year, which will hopefully add huge value to our Ruff Tung Woman.

www.facebook.com/RUFF-TUNG

ABOUT RUTH COOPER

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