



RESPECT YOUR UNIVERSE

Forbes Includes RYU Program in Their Luxury Trends For 2018

(VANCOUVER, BRITISH COLUMBIA) , January 23, 2018 – [RYU Apparel Inc.](#) (TSX VENTURE: RYU.V) creators of urban athletic apparel, is pleased to announce it has been highlighted by Forbes as a luxury brand trendsetter, by granting greater flexibility to the individual needs of its customers.

In Luxury Trends Of 2018, Forbes cites RYU's "[Up-Down](#)" program which provides incentives to it's customers who either lost weight or gained mass over the previous year due to dedication and training. Please see full article here:

<https://www.forbes.com/sites/herbertsim/2018/01/04/the-luxury-trends-of-2018-green-is-the-new-black-and-more/#4acbeb62194d>

"We are thrilled to be recognized as a luxury brand among heavy weights like Gucci and Yves St. Laurent as well as to be considered innovators by inspiring our customers to be their best and achieve their goals," says Marcello Leone, CEO. "By embracing our customer's lifestyles and aspirations, we are graciously being rewarded with their loyalty to the brand."

About Forbes

Forbes is a global media, branding and technology company, with a focus on news and information about business, investing, technology, entrepreneurship, leadership and affluent lifestyles.

About RYU

Respect Your Universe is an award-winning urban athletic apparel and accessories brand engineered for the fitness, training and performance of the multi-discipline athlete. Designed without compromise for fit, comfort, and durability, RYU exists to facilitate human performance. For more information, visit: <http://ryu.com>

On Behalf of the Board

RYU APPAREL INC.

"Marcello Leone"

Marcello Leone, CEO, President and Chairman of the Board

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