



RESPECT YOUR UNIVERSE

RYU Featured in InStyle

Vancouver, British Columbia – October 31, 2018 – [RYU Apparel Inc.](#) (TSX VENTURE: RYU.V, OTCQB: RYPFF), creators of urban athletic apparel, is pleased to share further international media coverage of the brand’s profile, in the on-line edition of InStyle.

The website displays the “14 Best Puffer Coats To Shop This Season” and includes the RYU Ethos Bomber Jacket, described as the best option for the “...*perfect just stole my boyfriend’s jacket look.*” The RYU Jacket is showcased amongst other top worldwide renowned brands.

Perfectly timed with the beginning of the cold season, the article shows that the RYU new outerwear collection is in perfect line with the top innovations and trends in the industry.

<https://www.instyle.com/fashion/clothing/shop-puffer-coats-winter?slide=3384838#3384838>

InStyle is a monthly women’s fashion magazine, with about 90% of its audience composed of women and it was founded in 1994. Very popular in North-America, with a circulation of over 4.5 million monthly unique visitors, it is considered one of the most relevant publications in the industry.

For regular updates on RYU Apparel visit: <http://ryu.com>

About RYU

Respect Your Universe is an award winning urban athletic apparel and accessories brand engineered for the fitness, performance and lifestyle of athletically minded men and women. Innovatively designed without compromise and tailored for fit, comfort, and durability, RYU exists to facilitate human performance. For more information, visit: <http://ryu.com>

On Behalf of the Board

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