



**Rhuigi Villaseñor's RHUDE
APPROACH to Building a Brand**

One of the first to use Instagram as a tool for communicating a label's values, Rhuigi Villaseñor understands the power of online communities as a way to speak directly to consumers, engaging with them in a more meaningful way.



My first luxury piece—
"A red Yves Saint Laurent
bomber jacket that I got at
Goodwill for \$5. It was a lux-
ury to me because I'd never
owned anything like that."

What luxury means to me—
"Luxury now is experience."

Opposite: Rhuigi Villaseñor in his Los Angeles studio.
Above: Villaseñor's studio, featuring a RHUDE logo inspired
by American pharmaceutical company Pfizer.