

# Rustic CUFF



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## **Project Cuffway 2018 Sets Entry Deadline**

**Tulsa, OK (Jan 8, 2018)**- Get your sewing machines, scissors and glue guns ready because entries for [Project Cuffway 2018](#) are being accepted now through February 23, 2018. The third annual Project Cuffway combines fashion and the product packaging of [Rustic Cuff](#) into a design competition. Rustic Cuff is a Tulsa based company with showrooms in Chicago, Dallas, Edmond, Oklahoma City, and Tulsa.

Designers are challenged to create clothing by using any of the distinctive Rustic Cuff packaging including boxes, paper bags, jewelry pouches and tissue paper. Designs must be made of at least 50 percent Rustic Cuff packaging and be worn by a model for a runway showcase.

“Project Cuffway celebrates beauty, design and our Rustic Cuff community,” said Jill Donovan, Rustic Cuff founder and CEO. “Two of my favorite things are fashion and packaging. Each year our minds are blown by how creative the community gets with nothing more than our wrappings and material to create incredible designs.”

[Design entries](#) for the 2018 Project Cuffway can be submitted based on nine categories consisting of everything from creatively stitched active and swimwear to intricately designed evening and wedding gowns to visually stunning costumes. The deadline to enter a submission is February 23, 2018. Additional information and contest rules can be found at <https://www.projectcuffway.com/pages/tickets>

Project Cuffway also serves as a fundraiser for The National Pancreas Foundation honoring Donovan’s father, who died within a few short months after he was diagnosed with pancreatic cancer in 1999.

“One of the best things about our Rustic Cuff family is they love to give back. In the first two years, this event has raised more than \$330,000 for The National Pancreas Foundation,” said Donovan. “It is only possible because of our Rustic Cuff community and generous support of some amazing sponsors.”

[Project Cuffway](#) will be held on Friday, April 13th, 2018 in the Grand Ballroom at the Cox Business Center, 100 Civic Center in downtown Tulsa. Other event highlights include a silent auction, cuff pull, and a cocktail hour for sponsors and VIP’s. For information about sponsorship opportunities, email [PCWSponsorships@rusticcuff.com](mailto:PCWSponsorships@rusticcuff.com). Individual tickets range from \$135 to \$250 and go on sale Sunday, January 7<sup>th</sup> and can be purchased at <https://www.projectcuffway.com/pages/tickets>

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**ABOUT RUSTIC CUFF:**

Renowned for its signature cuffs, Rustic Cuff offers a vast selection of jewelry and accessories ranging in price, aesthetic, and design. Available in over 250 boutiques across the country, the Tulsa-based brand debuted its first Rustic Cuff showroom in Oklahoma in late 2015 with six showrooms spanning OK, TX and now Chicago. Rustic Cuff has been featured in a multitude of national venues and magazines such as Elle, In Style, Good Morning America, HSN, ABC's The View, as well as chosen for *Oprah's Favorite Things 2016* and *The O List*, Jan 2018. Founder Jill Donovan is known for her creative spirit and generous nature, two signature characteristics of the brand and its personalized approach. In addition to designing stunning cuffs and accessories, Donovan's focus has and will continue to be her love for people and philanthropy.