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[FASHION SHOW] VANWOLFF L.A. LAUNCH PARTY AT THE ABBEY

FRIDAY, AUGUST 24, 2012 AT 12:00PM **SUGARBANG**



[FASHION SHOW] VANWOLFF L.A. LAUNCH PARTY AT THE ABBEY

Just when you thought the summer couldn't get any hotter, our friends from **Vanwolff** is hosting the L.A. launch party fashion show at the world famous **The Abbey** in West Hollywood! We're really excited to go support our good friends **Andrew Maxin** and **Mark Wair**, founders (and models) of this incredible men's swimwear and underwear brand. Their first line, **Prey**, is currently available online at their **SITE**. Be sure to stop by **The Abbey** between **5pm - 8pm** today and enjoy the show. I know I will!

For more on Vanwolff (and sexy pics)

Vanwolff is the brainchild of award-winning Canadian designer Andrew Maxin, who has had extensive experience designing creative campaigns for Ray Charles, Creedence Clearwater Revival, Ella Fitzgerald and the film soundtracks for Babel, Good Night and Good Luck, and Indiana Jones. Having resided in Los Angeles for nearly a decade, Maxin is no stranger to the fashion industry, coming from a long line of designers in his family who were the first to bring 'Invisible Mending' to British Columbia in the early 1980s.

Maxin and his partner Mark Waier, a former Ford model, were inspired to launch Vanwolff feeling an overall lack of originality in the designs of men's swimwear. They describe their line as "uninhibited and 'Cali-chic' — something you'd feel confident wearing at the beach or lounging in at a pool party."

SITE - WWW.VANWOLFF.COM

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