



SUNGLASSES



My shades are **ROBIN RUTH!**

Fashion and souvenirs for world travelers 2.0

Fashion in the City UK B.V. is the branch of Robin Ruth in the United Kingdom. Apart from the world famous bags, Robin Ruth product range also includes caps, winter hats, shawls, key chain accessories, polo shirts, t-shirts, jumpers and umbrellas.

Robin Ruth was founded in 2002 in Amsterdam. Initially the company started out by selling souvenirs such as ties or shawls. Over time, the product range expanded and started to include so-called “fashion and lifestyle products” like the world famous Robin Ruth handbags. With the trendy souvenirs, Robin Ruth met the pulse of time and established a new market for young and urban tourists that were not able to identify themselves with the previous range of souvenirs.

The uniqueness of Robin Ruth is built on two pillars: Firstly, Robin Ruth collaborate with sales representatives worldwide to be able to constantly adapt to the changing markets and trends and also to understand what customers desire. Secondly, it is very important for Robin Ruth to have an individual approach in terms of marketing and also in creativity. The company develops new products and markets them worldwide. With these two important pillars and high quality products, Robin Ruth was able to revolutionize the souvenir market and became one of the largest souvenir retailers worldwide. There are now more than 10,000 shops in over 50 countries selling Robin Ruth products in more than 600 cities.

Robin Ruth’s product policy aims to provide the latest products with unique character, good value for money and high functional ability. The range aims to have a balanced offering to appeal to everyone. The bridge to success is the people behind Robin Ruth, who develop, produce and retail items with love, passion and reason. A well balanced service policy for our customers closes the circle for success. The original Robin Ruth bags have evolved to a must have, many tourists don’t want to miss them on their city trips.

My shades are **ROBIN RUTH!**

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POUCHES & STANDS



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RR102C

EVO 100



5-sided stand with
mirrors for 100 pcs. of
sunglasses.

RR102D



SIRIO 40

4-sided stand with
mirrors for 40 pcs. of
sunglasses.

SIRIO 100



4-sided stand with
mirrors for 100 pcs. of
sunglasses.



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