

Valley Entrepreneur Brands Ruthless Clothing

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Street wear has been taking off in the fashion industry and seen on the likes of many young and edgy celebrities. One young Valley entrepreneur is taking his local brand to the next level, and is utilizing his community to expand his line.



Ruthless is an urban clothing brand with headquarters in Scottsdale, Arizona founded by Michael Doyle in early 2010. Doyle's brand encourages people to be positive and to never let anyone get in the way of their dreams.

"When people are wearing our shirts we want those ideals instilled in them. Anyone wearing our shirts are supporting the "ruthless" and free-spirited lifestyle," said Doyle.

Ruthless has been on the rise since the Summer 11' Collection was released and has been rapidly building a strong fan-base all over the Valley.

Doyle may be young, but he considers his business mantra very old-fashioned. He has built his company from scratch and is involved in every aspect: from design to distribution- even hand delivering sales.



Ruthless Clothing was also just spotted in the music scene with the young artist J.O., opening for the well-known rapper Juicy J from Three Six Mafia. Shortly after releasing their Summer Collection, Ruthless released the Limited Edition "Greek Life" t-shirts in both U of A and ASU colors to help expand their college campus audience.

Doyle has the passion and vision to make his brand succeed, and has been brave in his new ventures as a young entrepreneur, when businesses are currently a risky choice in today's economy. Ruthless is in the process of producing the greatly anticipated Fall Collection, releasing in late October. In the months awaiting the fall launch, stylish street wear fans can find Ruthless online at www.weareruthlessaz.com or at New World Culture at Fiesta Mall.