

## LE RUUX LLC

**FOUNDED BY: DESMOND NTSEH**

### Overview

Le Ruux translates to “The People”. Therefore, we are a luxury fashion house for the people and by the people. Our shoes are all individually Handcrafted and Made to Order and measure, so we guarantee a perfect fit.

At Le Ruux, our belief is that every man is different and unique in their own way. Everyone has their own imagination that generates creativity and a sense of self. Men’s fashion has evolved for generations but what has remained consistent & limited is the choice of color and style, in shoes and clothing that men are "allowed" to wear. At Le Ruux we ask - why be limited when your imagination is not?



### Background

**Desmond Ntseh** is a UB alumnus, owner and founder of Le Ruux Fashion LLC and Le Ruux Business Consulting LLC. He graduated with a bachelor’s degree in Accounting and Finance in 2015. In 2016, he obtained his MBA here at UB.