



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

March 18, 2013

Via E-Mail

Mr. Steven H. Eklund
Chief Financial Officer
Respect Your Universe, Inc.
5940 South Rainbow Blvd.
Las Vegas, NV 89118

**Re: Respect Your Universe, Inc.
 Form 10-K for the Fiscal Year Ended December 31, 2011
 Filed March 12, 2012
 File No. 333-166171**

Dear Mr. Eklund:

We have completed our review of your filings. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filings and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filings to be certain that the filings include the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/Tia L. Jenkins

Tia L. Jenkins
Senior Assistant Chief Accountant
Office of Beverages, Apparel, and
Mining