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FOR IMMEDIATE RELEASE

UCLA X Columbia refresh line drops Sept. 7

Sweaters, polos and more were added to the UCLA X Columbia collection at the UCLA Store for the fall season, now available in-store and online.

Los Angeles, Calif., Sept. 7, 2023 – Just in time for the fall season, new pieces have been added to the UCLA X Columbia line, now available at the [UCLA Store](#).

Find half-zip sweatshirts, hoodies, polos and more outfitted with UCLA logos, and stitched together with [Columbia Sportswear](#)'s industry-leading apparel technology, intended for an active lifestyle.

“Columbia Sportswear is excited and honored to be one of the apparel suppliers at the UCLA Store,” said Jeff Knapp, Columbia EVP of sales. “Our partnership dates back many years and it’s our goal to continue to provide the highest-quality sportswear to the UCLA customers for many years to come.”

This collection reactivation to bring in new UCLA X Columbia items to the BearWear department is headed by Columbia Sportswear, and the [Associated Students UCLA](#) (ASUCLA) student-run enterprises of [UCLA Trademarks and Licensing](#) and the UCLA Store.

“We are excited to update the UCLA X Columbia line,” said Peter Poon, director of the UCLA Store. “This product range, which embodies the ideal blend of ‘active performance wear’ with the UCLA brand further supports our efforts in providing our customers with top-notch outerwear gear for their everyday adventures in Bruin fashion.”

Items in the collection include pieces for all genders and is available in-store and online at uclastore.com. For more information about future collection releases, follow [@uclastore](#) on Instagram.

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About Columbia Sportswear

At Columbia Sportswear Company, we're more than just a leader in the global active lifestyle apparel, footwear, accessories and equipment industry. We connect active people with their passions. Our core values: enjoy an active life, compete to win, relentless improvement, culture of honesty, respect and trust, and doing the right thing for our consumers, customers, employees, the company, and our communities.



About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit asucla.ucla.edu.