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FOR IMMEDIATE RELEASE

UCLA X Hype and Vice collection sets latest trends at UCLA Store

Released in August at the UCLA Store, the UCLA X Hype and Vice collection embodies the latest UCLA spirit fashion among college students with cropped tops, shorts and more.

Los Angeles, Calif., Sept. 1, 2023 – Those gearing up for UCLA Football games can put the scissors and fabric glue down; UCLA is now officially licensed with Hype and Vice apparel. The trendy collection is now available at the [UCLA Store](#).

Founded in 2015, Hype and Vice cofounders Cecilia Gonzalez and Kimberly Robles are reaching the college student audience across the nation with collegiate-branded clothing that fits up-and-coming style trends.

“Ever since we launched Hype and Vice, we dreamed about selling at the UCLA Store,” said Robles and Gonzalez. “Today this dream comes true. We’re extremely thankful to everyone who has helped us along the way to achieve this, and to the UCLA Store staff. Go Bruins!”

The newest Hype and Vice collection with UCLA was highly requested and came to fruition in August with the collective efforts of [UCLA Trademarks and Licensing](#) and the UCLA Store, student-run enterprises of [Associated Students UCLA](#) (ASUCLA).

“Students are an integral part of the UCLA brand,” said Peter Poon, UCLA Store director. “We are thrilled to offer the cutting-edge collection from Hype and Vice at the UCLA Store. It’s designed by students to highlight the UCLA brand at sporting and social activities held on-and off-campus.”

Joining in on college student trends, find cropped T-shirts and tank tops, high-waisted shorts, a cardigan, quarter-zip and more in the UCLA X Hype and Vice collection, now available in-store at the UCLA Store. The collection will be available soon on uclastore.com. For more information and future updates, follow [@uclastore](https://www.instagram.com/uclastore) on Instagram.

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About Hype and Vice

Kimberly Robles and Cecilia Gonzalez founded Hype and Vice out of their college dorm in 2015. Throughout their college experience, they noticed the lack of female representation in college-licensed apparel. They had the vision to combine on-trend fashion with University brands to create college apparel



women will actually want to wear. They are now licensed by over 200 universities across the United States and are sold in most college bookstores. If you want to hear more about Hype and Vice and stay in touch with them follow @hypeandvice on Instagram and subscribe to their emails on their website hypeandvice.com

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](https://www.instagram.com/asucla) on Instagram or visit asucla.ucla.edu.