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FOR IMMEDIATE RELEASE

UCLA X Tommy Bahama brings tropical innovation to UCLA Store

Uniting the spirit of the island lifestyle with the collegiate excellence of the UCLA brand, the UCLA X Tommy Bahama collection offers a wide range of patterned polos and shirts.

Los Angeles, Calif., Sept. 11, 2023 – Soak in the last few weeks of the summer season rays with the latest apparel in the UCLA X [Tommy Bahama](#) line, now available at the [UCLA Store](#).

Find tropical-patterned polos with an array of floral and beach prints, and casual shirts flaunting bold Bruin blue and more sporting the iconic UCLA logo.

“Tommy Bahama is excited to bring a little bit of the island lifestyle to the UCLA Store with our dedicated Tommy Bahama shop,” said Mark Sondheim, national sales manager, sports licensed apparel division. “Our relaxed line of Tommy Bahama UCLA apparel is designed for Bruin fans of all ages to wear for work, weekends, on gameday and beyond. We’re especially pleased to introduce our new women’s collection of UCLA apparel, offering the same quality and style as our men’s collection. So now, everyone in the family can support the Bruins in style.”

Headquartered in Seattle, Washington, Tommy Bahama specializes in high-end island lifestyle wear. The UCLA X Tommy Bahama line includes pieces for all genders, and is available in-store and online at uclastore.com.

“With this collection, we are uniting Tommy Bahama’s allure of island inspiration with the prestige of UCLA’s blue-and-gold pride,” said Peter Poon, UCLA Store director. “We invite all to come and check out the UCLA X Tommy Bahama shop, now available at the UCLA Store in Ackerman Union and online.”

This collection was made possible by the teams of Tommy Bahama, and the [Associated Students UCLA](#) (ASUCLA) student-run enterprises of [UCLA Trademarks and Licensing](#), and the UCLA Store. For more information about future collection releases at the UCLA Store, follow @uclastore on Instagram.

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About Tommy Bahama:

Based in Seattle, WA, Tommy Bahama is part of the Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Celebrating its 30th Anniversary in 2023, Tommy Bahama is known as the iconic island lifestyle brand that defines relaxed, sophisticated style in men’s and



women's sportswear, swimwear, accessories, and a complete home furnishings collection. Today, the company owns and operates over 160 Tommy Bahama retail locations worldwide, 21 of which offer a Tommy Bahama Restaurant & Bar or a Tommy Bahama Marlin Bar with more to open in 2023. The Tommy Bahama collection is available on tommybahama.com and at the finest U.S. retailers. For more information, please visit www.tommybahama.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.