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## FOR IMMEDIATE RELEASE

### **Alternative Apparel Pop-Up Shop to Take Over UCLA Store**

**Westwood, Calif. – Feb. 18, 2020** – If pop-up shops are your thing, get excited for the chance to check out another brand’s take on UCLA swag – **Alternative Apparel is introducing a new line of clothing at the UCLA Store**, and you can be amongst the first to experience it, **starting tomorrow**.

**Alternative Apparel will debut an exclusive UCLA-branded collection** in a pop-up shop at the UCLA Store on **Feb. 19, starting at 3 p.m.** The pop-up shop will run until Mar. 8 and features unisex and women’s apparel such as t-shirts, tank tops, ringer tees, crop tops, hoodies, shorts and pants. Prices range from \$23-60 for the various items.

As part of the pop-up, ASUCLA is also partnering with Good Clothes Good People, an on-campus, non-profit organization that benefits students in need. Patrons who bring in gently used clothing, school supplies and unused hygiene products will be entered to win free Alternative Apparel items.

“We strive to offer trendy, popular items to our Bruin community, and bringing Alternative Apparel to the UCLA Store is the latest example of that,” said Patrick Healey, Director of the UCLA Store. “By featuring this Alternative Apparel collection on campus, we can provide our students with even more sustainable ways to wear their Bruin pride.”

Founded in 1995 and acquired by HanesBrands in 2017, Alternative Apparel specializes in specialty t-shirts, fleece, and other tops and bottoms. The lifestyle brand is known for its comfort, style, and social responsibility.

Pieces from the new collection will also be available online, and shoppers can visit [www.shopuclastore.com](http://www.shopuclastore.com) starting on Thursday, Feb. 20 to place orders.

#### **About ASUCLA:**

Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally important student services and activities throughout the campus of the University of California Los Angeles. ASUCLA boasts the largest college store in the United States, an extensive food service program, UCLA® brand licensing program through UCLA Trademarks & Licensing, and a network of other services and programs that includes student government and student media, which greatly enhances the quality of UCLA’s campus life. For more information about ASUCLA, please visit [www.asucla.ucla.edu](http://www.asucla.ucla.edu).