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FOR IMMEDIATE RELEASE

UCLA Brand Collection Goes Down-Under

Australia's #1 women's e-commerce retailer debuts UCLA collection

Westwood, Calif. – August 28, 2020 – UCLA is going Down Under with its latest fashion collaboration by launching an apparel collection with a popular boutique in Australia, as well as online in the U.S., this month.

UCLA Trademarks & Licensing introduces a **curated, retro UCLA® collection of tops and shorts to launch August 31st exclusively at Princess Polly throughout Australia as well as online in the U.S. through its proprietary e-tail site.**

“We are especially excited to have this unique UCLA® collection launch in Australia,” says Cynthia Holmes, Director of UCLA Trademarks & Licensing. “With fantastic support from our Australian agent, Haven Global, and licensee, Bravado/Universal Music, Princess Polly will feature vintage UCLA designs from the 90’s that weave nostalgia-cool together with a modern edge and more than a dash of UCLA optimism.”

“This is a great way to launch the incredibly historic and iconic UCLA brand in Australia,” said Tom Punch, Managing Director, Haven Global. “From the iconic UCLA name to a tantalizing first glimpse of the extensive UCLA design portfolio from decades past – what fun!”

Anmarie Forsyth, Sales and Business Development Manager for Bravado Australia says, “Bravado Australia are thrilled to welcome the iconic UCLA brand to our business portfolio. Princess Polly is the ultimate retail alignment to launch our exclusive 90’s vintage athleisure collection as their brand and customer embody the youthful Californian aesthetic that is UCLA. “

Leigh Chesterman, Buying Manager for Princess Polly, says, “We’re so honoured to be collaborating with UCLA on this exclusive range and know our customers will love the vintage-inspired graphics. The eight-piece collection falls perfectly into the Loungewear and Sports-inspired athleisure trend that is true to both UCLA and Princess Polly’s DNA. We can’t wait to see UCLA X Princess Polly being worn globally by our amazing customers.”



About the UCLA Brand and Licensing Program

As one of the world's greatest research universities UCLA is committed to bringing together diverse perspectives toward the creation, dissemination, and preservation, of knowledge across a wide range of disciplines, professions and the arts, and to applying toward addressing some of the world's biggest challenges so that all individuals might flourish. With its academic reputation, welcoming and youthful energy, and surrounding mystique of the Southern California lifestyle, UCLA has long captured the interest and imagination of local and international audiences alike, fueling demand for UCLA® brand goods around the world. For information on UCLA Trademarks & Licensing: www.uclalifestyle.com; [@uclalifestyle](https://twitter.com/uclalifestyle); [#uclalifestyle](https://www.instagram.com/uclalifestyle)

About Princess Polly

Since exploding onto the online fashion space in 2010, Princess Polly has quickly become the #1 online women's retailer in Australia. Now loved by fashion-forward customers all over the world, the global brand has headquarters on the Gold Coast in Australia and the vibrant West Hollywood, California in the USA. With customers always front of mind, Princess Polly never falls behind on the trends with over 100 brand new styles added each week, including exclusive pieces designed in-house, plus fashion from the hottest brands right now. Touting a massive 1.7M followers on Instagram, Princess Polly is the go-to source for when you want to wear what's hot and you want it now. For more information, head to www.princesspolly.com

About Bravado

Bravado is the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. Part of Universal Music Group, the leader in music-based entertainment, Bravado represents artists in more than 40 countries and provides services including sales, licensing, branding, marketing and e-commerce. Their extensive global distribution network gives artists and brands the opportunity to create deeper connections with their fans through apparel, consumer packaged goods and unique experiences. For more information: [Bravado](http://www.bravado.com)

About Haven Global

Haven is a globally recognized licensing agency that delivers breakthrough brand extension programs for high-profile entertainment, fashion, corporate and lifestyle brands. We tap into brand DNA and develop brand extension strategies that excite the market, enhance brand positioning and deliver long-term revenue streams. From great consumer products and retail activations, to collaborations, blue chip promotions, marketing and location-based experiences. For more information: [Haven Global](http://www.havenglobal.com)

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 (UCLA). ASUCLA launched the UCLA Trademarks & Licensing program in 1973, positioning UCLA as the first U.S. university to establish a formal brand management and licensing program. ASUCLA further boasts the largest college store in the United States, an extensive food service program, 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: [ASUCLA](http://www.asucla.com)