FOR IMMEDIATE RELEASE

Vive UCLA!

French retailer debuts new UCLA women’s collection

Westwood, Calif. – August 18, 2020 – Following the conclusion of a year-long festival celebrating its first hundred years, UCLA kicks off its next century with a special collection in France. Vive UCLA!

This vibrant collection of young women’s apparel is presented exclusively by Don’t Call Me Jennyfer throughout their store locations in France, Southern Europe, Middle East and Northern Africa as well as online.

“We are thrilled to have this upbeat and fresh UCLA® collection launch in France,” says Cynthia Holmes- Director of UCLA Trademarks & Licensing. “With fantastic support from our European licensing agent, Plus Licens AB, and licensing partner, Stone Kids, this new UCLA collection, presented by Don’t Call Me Jennyfer, captures the energy and confidence of young women who are passionately and perpetually engaged with the world around them.”

“We are very proud to represent the UCLA brand and happy to see this collection with Don’t Call Me Jennyfer encouraging young women to stand up for who they are,” said Malin Jähde Holm- Head of Softlines & Retail at Plus Licens AB.

David Mizrahi-President of Stone Kids shares, “We are thrilled to be working with UCLA, the brand that embodies youthful Californian spirit and celebrated sports and culture, and to support this collection launch through Don’t Call Me Jennyfer.”

The collection is a fresh take on classic campus silhouettes – crew sweatshirts and hoodies, tees, and joggers – that go well with a confident attitude and your favorite pair of jeans or casual skirt!
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; #uclalifestyle

About Don’t Call Me Jennyfer
Through a physical network of 330 stores in France, Don’t Call Me Jennyfer has managed, over the 2 past years, to become the leader in the clothing industry market for 10-19 years. Within a new strategy under the motto “No stereotypes” which is about inclusion, tolerance and diversity, values appealing to Generation Z, Don't Call Me Jennyfer is one of the most influential and active brands on Instagram in France, with a community of 1.2 million members. For more information: https://www.jennyfer.com/

About Stone Kids SA
STONE KID’S is a textile and clothing import-export specialist operating ins Pantin, France.

About Plus Licens
Plus Licens is one of Europe’s leading independent licensing agencies with headquarters in Sweden. With over 40 years in the licensing business Plus Licens have acquired top industry know how by introducing and building some of the world’s leading brands to the Nordic markets and beyond. For more information: www.pluslicens.se

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

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DON'T CALL ME Jennyfer