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CMMND X UCLA Exclusive AW’20 Collection Release

LA-based art collective CMMND breaks ground by revitalizing UCLA tradition with a collaborative apparel collection

LOS ANGELES, JANUARY 12, 2021 - Starting with a first installment releasing on January 31st, 2021, CMMND will be releasing four gender-neutral apparel styles featuring UCLA’s traditional logos and mascots weaved into streetwear designs, in a collection entitled CMMND x UCLA. The collection will include two tops, a hoodie and a short-sleeve sweatshirt set to launch at CMMND.com.

“UCLA has enjoyed the opportunity to collaborate with some of the world’s most well-known brands, something we do selectively and with purpose,” stated Cynthia Holmes, Director of UCLA Trademarks and Licensing. “Choosing to work with CMMND now rather than waiting until they have ‘arrived,’ as they surely will, gives us the opportunity to present a collection reflective of UCLA brand tenets… a pioneering spirit and commitment to openness and inclusiveness.”

“Collaborating with UCLA has allowed me the opportunity to reimagine the school’s legendary mascot and put the CMMND touch on every detail. This collection is the result of when innovation meets tradition” said Bamidele Aleshe - Lead Fashion Designer at CMMND

Karl Perkins, Creative Director at CMMND, says he is “excited to collaborate with a large institution like UCLA without compromising our core design and creative values. We look forward to bringing a campaign centered around community that both students and creatives can enjoy and draw inspiration from.”
About the UCLA Brand and Licensing
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; #ucla lifestyle

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: www.asucla.ucla.edu

About CMMND
CMMND is an art collective based in Los Angeles, CA. Established in 2018, CMMND produces projects in music, fashion design, and visual media by and for creative minds. Using our in-house talents to design all parts of a project and its campaign, every CMMND initiative has a personal touch. Our collective model pushes boundaries; combining creative disciplines to produce artistic content that channels the essence of expression. CMMND’s artists blend their unique mediums and perspectives, creating powerful pieces that convey our core message that regardless of identity or career, everyone is creative. For more information: Email press@cmmnd.com or visit Instagram @CMMND