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## FOR IMMEDIATE RELEASE

### **UCLA X Mitchell & Ness to drop monthly capsules at UCLA Store**

*Hitting shelves on Jan. 29, the UCLA X Mitchell and Ness capsule is now exclusively available at the UCLA Store, in store and online.*

**Los Angeles, Calif., Feb. 2, 2024** – Encapsulating the iconic street-wear fashion movement with a familiar UCLA icon, the UCLA X [Mitchell & Ness](#) collection is out now at the [UCLA Store](#), sporting colors of Bruin blue and gold pride.

Stitching the Mitchell & Ness brand of authentic and premium vintage sporting apparel with the rich UCLA legacy of renowned athletic and academic success, the UCLA X Mitchell & Ness capsule includes four pieces with a casual, street-style wear, available for a limited time.

“The Mitchell & Ness X UCLA collection seamlessly blends the balance of heritage and style, presenting crafted core silhouettes, stitched with premium fabrics to offer products that cater to all students, alumni and fans,” said Ami Veeravalli, vice president, Product Mitchell & Ness. “We look forward to the debut of this collection.”

Front and center of the collection is the bomber jacket in a brilliant satin gold detailed with UCLA’s Retro Joe on the back. A matching set, a T-shirt and fleece pants bleed Bruin blue with the official UCLA logo, ready for the every-day wear.

“There is something for everyone with the UCLA X Mitchell & Ness apparel,” said Peter Poon, UCLA Store director. “With every-day UCLA wear that can be dressed up or down, the outstanding quality of the collection ensures that these items are created to last.”

The UCLA X Mitchell & Ness collection is available exclusively at the [UCLA Store](#), a student-run enterprise of [Associated Students UCLA](#) (ASUCLA). Following the initial drop, the UCLA X Mitchell and Ness collection will release new styles every month. To stay up-to-date with the UCLA Store’s newest collections and upcoming promotions, follow [@uclastore](#) on Instagram.

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**About Mitchell & Ness**



In 1904, Frank Mitchell and Charles Ness set the future of authentic in motion when they met up in Philadelphia to establish Mitchell & Ness Sporting Goods. At first, they specialized in stringing tennis racquets, constructing custom-made golf clubs and making uniforms for local Philly baseball and football teams. Today, Mitchell & Ness Nostalgia Co. offers authentic vintage jerseys and apparel collections for the MLB, NFL, NBA, NCAA and MLS.

**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](#) on Instagram or visit [asucla.ucla.edu](http://asucla.ucla.edu).