



ASUCLA Media Contact:
Christina Manuel
ASUCLA Communications Specialist
(310) 794-8828
cmanuel@asucla.ucla.edu

UCLA Store Contact:
Peter Poon
UCLA Store Director
(310) 206-0756
ppoon@asucla.ucla.edu

FOR IMMEDIATE RELEASE

October's Very Own brings limited UCLA collection to UCLA Store

The UCLA X October's Very Own collection is now available at the UCLA Store.

Los Angeles, Calif., April 5, 2024 – Stitching UCLA's Bruin flare into the Canadian lifestyle brand, the UCLA exclusive collection by [October's Very Own](#) (OVO) is now available at the [UCLA Store](#).

Established in 2008 in Toronto, Canada, OVO is a lifestyle brand founded by Aubrey "Drake" Graham, Oliver El-Khatib and Noah "40" Shebib. The UCLA x OVO capsule is a limited-edition collection including a UCLA fleece varsity jacket, a UCLA script-logo hoodie, and a T-shirt and cap featuring UCLA's Joe Bruin.

"We are thrilled to welcome another premium brand that will appeal to the Bruin community, including students and alumni," said Peter Poon, UCLA Store director.

Alongside OVO, the exclusive collection was brought to fruition by [UCLA Trademarks and Licensing](#) and the UCLA Store, student-run enterprises of [Associated Students UCLA](#) (ASUCLA).

"To be one of the select institutions in OVO's collection is a testament to UCLA's enduring legacy as a leader in collegiate fashion and represents ASUCLA's commitment to ensuring the UCLA brand remains at the forefront of culture and fashion," said Andrew Cottone, UCLA Trademarks and Licensing director.

Explore UCLA X OVO collection online and in-store at the UCLA Store. For more information about future collection drops and promotions, follow [@uclastore](#) on Instagram.

###

About OVO

Established in 2008 in Toronto, Canada, [October's Very Own](#) (OVO) is a lifestyle brand founded by Aubrey "Drake" Graham, Oliver Elkhathib and Noah "40" Shebib.

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](https://www.instagram.com/asucla) on Instagram or visit asucla.ucla.edu.