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FOR IMMEDIATE RELEASE

UCLA x Homefield refreshes vintage line with Retro Joe

Launching online at 10 a.m. on March 1, the UCLA x Homefield collection is adding vintage-inspired items to the UCLA line with new T-shirts, sweatshirts and sweatpants.

Los Angeles, Calif., March 1, 2023 – Breathing new life into the UCLA x Homefield collection with another vintage twist, a refresh clothing line featuring Retro Joe and familiar UCLA logos is dropping March 1. This new release builds upon the current UCLA x Homefield collection and is exclusively available for purchase via the [Homefield website](#).

The unisex T-shirts intertwine the outdoor California lifestyle with unique artwork of Retro Joe as he takes to his athletic side by carving through ocean waves, skating through Santa Monica and winding down on a sunset beachfront practicing yoga. Retro Joe was licensed for this exclusive collaboration by UCLA Trademarks and Licensing (TM&L), an enterprise of [Associated Students UCLA](#).

“We are so excited that Homefield has chosen UCLA to tipoff March with a refresh to the UCLA collection that includes comfy, familiar classics and a modern twist on our beloved Retro Joe Bruin mascot,” said Kristina Miller, director of UCLA TM&L. “After the tremendous response to the first collection in 2022, we identified Homefield to debut these unique designs showcasing Joe as he takes full advantage of living in Southern California and all it has to offer.”

Other items dropping in the UCLA x Homefield refresh include classic T-shirts, sweatshirts and sweatpants sporting the iconic UCLA name, pulling inspiration from the University’s home in Los Angeles and surrounding areas.

“The Homefield team is excited to strengthen our partnership with UCLA with our second Bruins apparel drop,” said Connor Hitchcock, CEO and co-founder of Homefield. “The University has such a rich academic and athletic heritage, allowing for endless stories and traditions we can help bring to life.”



The first UCLA x Homefield clothing line was launched in 2022 with a collection of vintage-inspired T-shirts, hoodies, crewnecks and tank tops. Clothing items from the initial release call attention to the UCLA name, its renowned sporting legacy and the familiar, friendly face of UCLA's Retro Joe.

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About Homefield

Homefield is a social media-based clothing brand that creates premium collegiate apparel by studying the histories, traditions and legacies of schools to craft vintage-inspired designs that tell the unique story of each university. To date, the brand has collaborated with 159 colleges and universities across the nation, including UCLA.

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.