



#UGGPRIDE

# PACIFIC PRIDE FOUNDATION GOES GLOBAL WITH #UGGPRIDE PARTNERSHIP

LIL NAS X, HARI NEF & LGBTQIA+ YOUTH FEATURED IN BRAND'S ALL-GENDER CAPSULE





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Campaign photography credit: **Danielle Levitt**

Product photography credit: **UGG®**

[HIGH-RES CONTENT](#)

**SANTA BARBARA, CA (May 20, 2021)** – Southern California-based global lifestyle brand **UGG®** (a division of Deckers Brands [NYSE: DECK]) believes prom is an experience everyone should get to enjoy. For the fifth year, UGG® and **Pacific Pride Foundation** have reimagined the age-old tradition with ‘PROUD Prom’—an inclusive event with local LGBTQIA+ and allied youth from Santa Barbara and the coastal communities of California. A celebration of self-identity and love, this year’s virtual prom and campaign included friends of the brand like two-time Grammy Award-winning musician **Lil Nas X** (he/him), SAG Award-nominated actress and writer **Hari Nef** (she/her), UGG® *FEEL YOU.* brand ambassadors **Maya Samaha** (she/they) and **Jordun Love** (he/him), and members of Pacific Pride Foundation like **Mads Hamilton** (all pronouns), **Sky Limon** (they/them), **Roz Borah** (they/them) and the Browns—wives **Christin** and **Ashlie** and their daughter **Quest** (all she/her).



*Disco Stripe Slide in Pride Stripes Combo and Rainbow Stripes Combo, \$110*

*“Pacific Pride Foundation is excited to partner with UGG for the fifth year in a row for our ‘PROUD Prom’,” said **Kristin M. Flickinger, PPF Executive Director**. “This year’s joyous and inclusive campaign comes at a time when the LGBTQ+ youth need to feel connected and seen, particularly those who are graduating after a long year of social isolation. Our long-term relationship with UGG demonstrates the brand’s authentic investment in the wellness of the LGBTQ+ community.”*

*“I feel honored to have worked with UGG and The Pacific Pride Foundation on this year’s Pride campaign celebrating this amazing LGBTQIA+ cast,” said #UGGPRIDE campaign photographer **Danielle Levitt**. “We did more than create images and films, we created memories and shared a collective respect and love. Because visibility is key for those who are often underrepresented, this UGG campaign became more significant. We went big, we went bold, and we didn’t apologize.”*

The campaign features a limited-edition collection of all-gender footwear and apparel in Pride-inspired colorways. Like the Disco Stripes Slide, the brand’s ever-popular **Fluff Yeah** and **Fluff Yeah Cali Collage** feature super soft sheepskin UGG® is renowned for, wedge platform, same branded elastic heel strap for a secure fit and rubber outsole for ultimate traction making it an outdoor slipper perfect to dance all night in.





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*Fluff Yeah in Pride Rainbow Yellow, Pride Rainbow Purple & Pride Stripes, \$100*  
*Fluff Yeah Cali Collage in Rainbow Stripes & Pride Stripes, \$110*

A proud spin on the brand's signature design, the **Fluff You Cali Collage** is equal parts ease and attitude. Offering effortless style with exposed fluff and a carefree slip-on silhouette, it's made of the brand's cozy UGGplush™ wool blend with a supremely soft sheepskin insole. Adding a lightweight Treadlite by UGG™ outsole ensures the feeling of UGG® with every step.



*Fluff You Cali Collage in Pride Rainbow & Pride Stripes, \$100*

Because celebrating Pride isn't just for adults, the UGG® brand's fan-favorite Fluff Yeah slide is offered in kids', toddlers' and infants' sizes and fun rainbow colorways for a multitude of mini-me matching moments.



*Top row, L-R: Kids' Fluff Yeah Cali Collage, \$75; Toddlers' Fluff Yeah Cali Collage, \$65; Infants' Fluff Yeah Cali Collage, \$55*  
*All shown in Rainbow Stripes*

*Bottom row, L-R: Kids' Fluff Yeah Cali Collage, \$75; Toddlers' Fluff Yeah Cali Collage, \$65; Infants' Fluff Yeah Cali Collage, \$55*  
*All shown in Pride Stripes*

Perfectly complementing the #UGGPRIDE footwear offering, the brand's Ready-to-Wear capsule is also comprised of energetically colorful apparel pieces and accessories. From sequin-encrusted cropped hoodies and cozy full-zip Sherpa jackets to standout graphic tees and airy shirt dresses, the collection undoubtedly ensures a bold head-to-toe look worthy of Pride Month and beyond.





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*Top row, L-R: Pride Keira Hoodie in Rainbow Sequins, \$118; Pride Tatiana Hoodie in Rainbow, \$128; Pride Jacket in Rainbow Camo, \$198*

*Middle row, L-R: Pride Logo Tee in Rainbow Stripes, \$68; Pride Logo T-Shirt Dress in Pride Stripes, \$78; Pride Tulle Skirt in Rainbow Multi, \$128*

*Bottom row, L-R: Pride Cozy Sock in Rainbow Stripes & Pride Stripes, \$20; Pride Rib Sock in Love & Equality, \$20*

The #UGGPRIDE Collection is available now and will be offered year-round while limited supplies last. The Disco Stripe Slide is sold exclusively at UGG® stores and on [ugg.com/pride](http://ugg.com/pride), while the rest of the collection can be purchased at UGG® stores, [ugg.com/pride](http://ugg.com/pride) and select key retail partners nationwide.

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#### **About UGG®**

Founded in 1978 by an Australian surfer on the coast of California, UGG® is a global lifestyle brand renowned for its iconic Classic boot. First worn by Hollywood royalty, fashion editors and then the world, UGG® designs and retails footwear, apparel, accessories and homewares with an uncompromising attitude toward quality and craftsmanship. Delivering more than \$1 billion in annual sales, UGG® partners with the best retailers globally and owns over 130 concept and outlet stores worldwide in key markets including New York, San Francisco, Los Angeles, Paris, London, Tokyo, Shanghai and Beijing. For more information, please visit [@ugg #UGGPRIDE / https://feelgoodfuture.ugg.com/stories/supporting-lgbtq-communities](http://www.ugg.com).

#### **About Pacific Pride Foundation**

Since its formation, Pacific Pride Foundation has become the foremost resource for people living with HIV/AIDS and the LGBT community, both in Santa Barbara County and the coastal communities of California between Los Angeles and San Francisco. PPF is a strong, respected leader providing high quality, compassionate health and social service programs not available through any other organization in the county.

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