

FOR IMMEDIATE RELEASE

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ULA, Los Angeles Men's Luxury Active wear brand Unveils What It Calls, "America's Greatest Fitting Active Pant And Short. "

Los Angeles, CA - August 1, 2021- ULA- *Urban Luxury Activewear*, has just released their new Billboard track pant and Billboard short to the LA based online shop ULAMENS.COM today.

The stylish eighties inspired silhouettes are the first bottoms to be added to the shop from the lines 2021 Billboard collection that debuted earlier this year. Both the Billboard track pant and Billboard short are made from premium Dry-flex 4-way stretch micro-knit which is considered to be the highest quality textile used in active wear. It delivers a load of benefits including, UV blocking, wind resistance, moisture wicking, and long lasting wear. The slim contoured silhouettes are equipped with deep functional pockets-two specifically for key storage, soft adjustable draw-cord waistband, and durable seams and construction. Both styles are targeted to a young and mature male audience that enjoys active wear that encompasses style, versatility, comfort and quality.

According to Eric Cooper, Head designer and owner, "I'm excited about the release of both styles. After creating them and doing multiple product tests, I was impressed to see how well they held up to strenuous workouts and casual use." The Billboard styles are modeled after the Power pant and Power short designs that were introduced in the 2012 Iconic collection. The success of the Iconic styles has created a brand legacy for their outstanding fit and quality. Eric Adds, "We've had a great response from customers since the release of the Billboard bottoms. This is all due to the new and improved design and engineering. To celebrate the immensity of both styles, we created the marketing tag, *American's greatest fitting active pant and short.*"

The Billboard Track Pant and Billboard Short suggested retail is \$165 and \$130 respectively. The pant is available in black, carbon, high-risk red and white. The short is available in black, carbon and white. The line also offers a variety of stylish and colorful tees in the collection that compliment both bottoms.

ULA will begin featuring both styles in its "America's Greatest Fitting Active Pant and Short" commercial campaigns online at ULAMENS.COM and on ULA social media sites beginning Sunday, August 1, 2021.

Product links:

Billboard Track Pant - <https://shop.ulamens.com/collections/frontpage/products/billboard-track-pant>

Billboard Short- <https://shop.ulamens.com/collections/frontpage/products/billboard-short>

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BILLBOARD TRACK PANT

**SOFT ADJUSTABLE
DRAWCORDS WAISTBAND**

**DEEP FUNCTIONAL FRONT
PATCH POCKETS**

SECURE KEY POCKET

**4 WAY STRECH
DRYFLEX MICRO-KNIT**

BACK PATCH POCKET

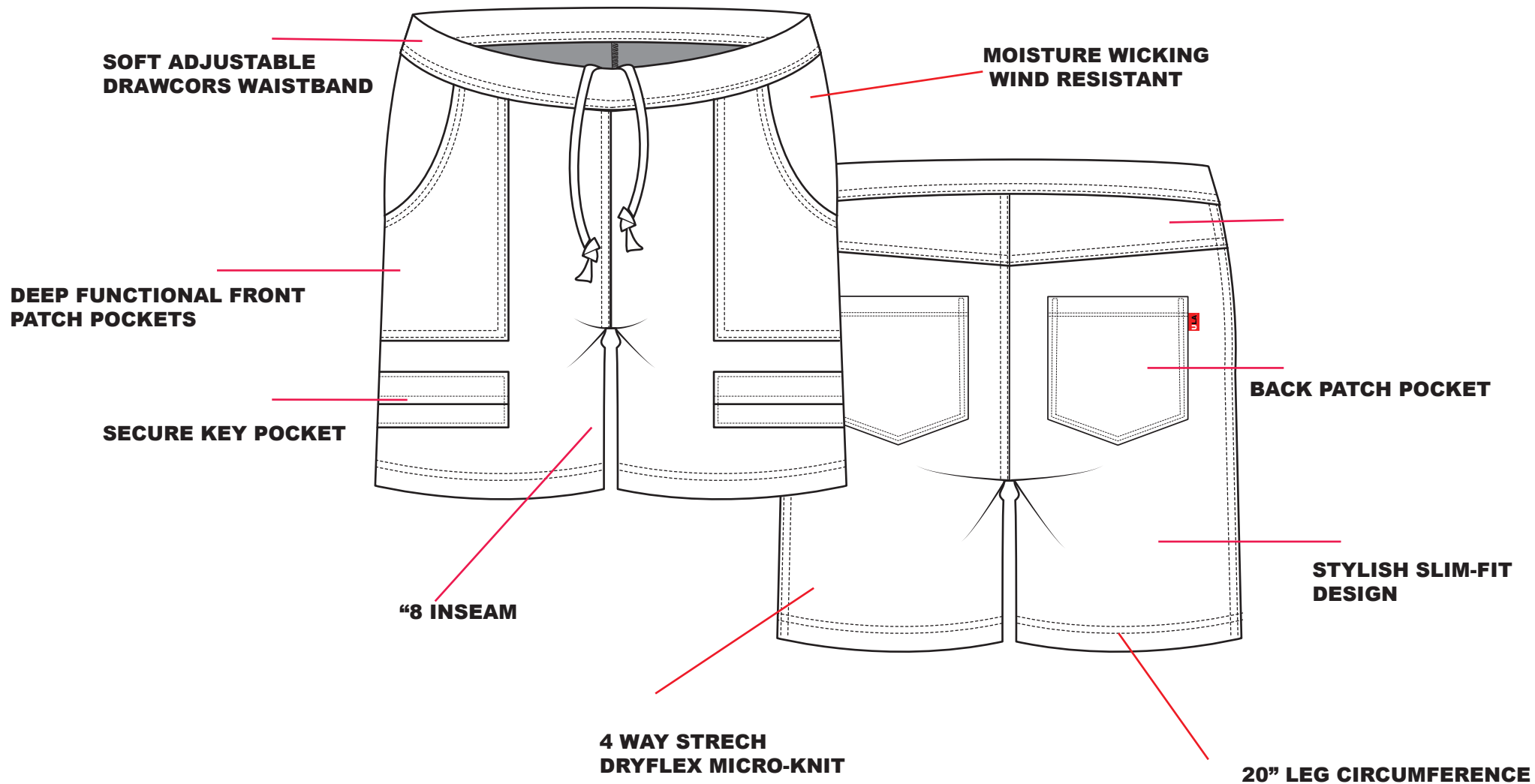
**MOISTURE WICKING
WIND RESISTANT**

**STYLISH SLIM-FIT
DESIGN**

14" LEG CIRCUMFERENCE

90% POLY/10% SPANDEX COLORS: BLACK, RED, AND CARBON, WHITE AVAILABLE AT SHOP.ULAMENS.COM

BILLBOARD SHORT



90% POLY/10% SPANDEX COLORS: BLACK, CARBON, WHITE AVAILABLE AT SHOP.ULAMENS.COM



BILLBOARD TRACK PANT/ WHITE



BILLBOARD TRACK PANT/ CARBON



BILLBOARD TRACK PANT/ HIGH RISK
RED



BILLBOARD TRACK PANT/ BLACK



BILLBOARD SHORT/ CARBON



BILLBOARD SHORT/ WHITE



BILLBOARD SHORT/ BLACK