

# UT

2019 UT  
SPRING + SUMMER COLLECTION



A t-shirt is more than just a t-shirt. It's an expression of who you are. Where you've been. What you love. And with hundreds of limited edition t-shirts to choose from each year, you'll always find one that says exactly how you feel. That's the UT philosophy.



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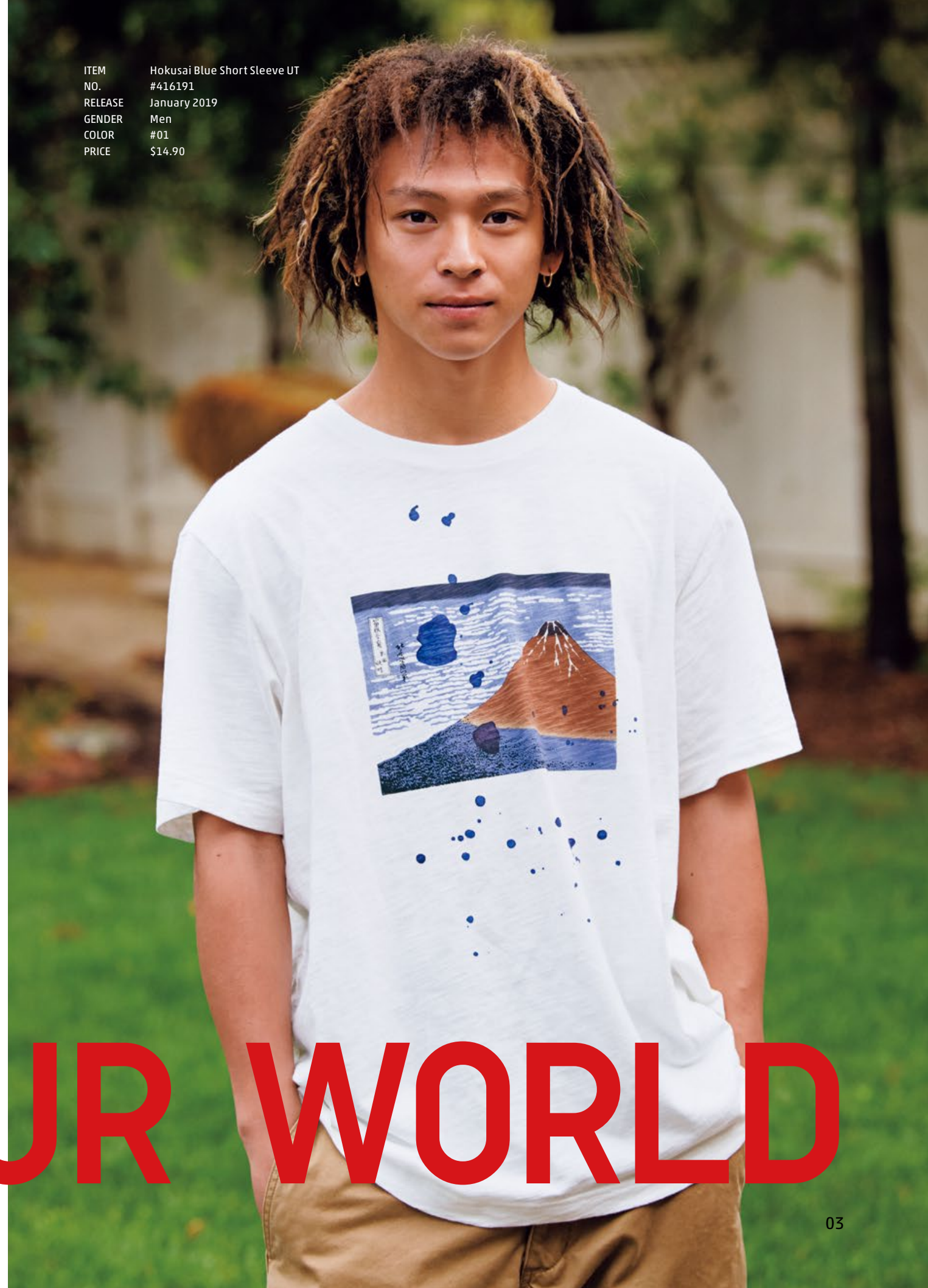
Art can be hard to define. Sometimes, it can feel a bit unapproachable. Yet, in the U.S., art is everywhere—a warm, familiar presence in the everyday lives of people. In Japan, people’s experience of art tends to be distant and cold – it’s something to be appreciated rather than enjoyed.

So we looked to Andy Warhol. We looked to Keith Haring. We saw how they used silk screening to democratize art and we wondered: What if we could similarly bring art to the people by using the T-Shirt as a canvas? That’s how we started UT.

“It’s just a T-Shirt,” you might think. But you’d be hard-pressed to name another fashion item that tells you so much about the character and worldview of the person wearing it.

But why overcomplicate the matter? Simply find a T-Shirt you like, then wear it in any way that suits you. The 2019 collection includes over 1,000 shirts, featuring artwork from artists both legendary and contemporary, as well as motifs from manga, American comics, and games. You’re sure to find something that hits your cultural sweet spot.

ITEM	Hokusai Blue Short Sleeve UT
NO.	#416191
RELEASE	January 2019
GENDER	Men
COLOR	#01
PRICE	\$14.90



# WEAR YOUR WORLD



ITEM The Brands Masterpiece Short Sleeve UT  
 NO. #419325  
 RELEASE March 2019  
 GENDER Men  
 COLOR #09  
 PRICE \$14.90

ITEM The Brands OKASHI Short Sleeve UT (available in select stores)  
 NO. #419423  
 RELEASE March 2019  
 GENDER Women  
 COLOR #15  
 PRICE \$14.90

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ITEM The Brands Masterpiece Short Sleeve UT  
 NO. #419324  
 RELEASE March 2019  
 GENDER Men  
 COLOR #00  
 PRICE \$14.90

© & TM by PEZ AG, 2019



ITEM Princess Way Short Sleeve UT  
 NO. #417675  
 RELEASE February 2019 (available in select stores)  
 GENDER Women  
 COLOR #03  
 PRICE \$14.90

© Disney



ITEM GIRL SKATEBOARDS Short Sleeve UT  
 NO. #414332  
 RELEASE May 2019 (available in select stores)  
 GENDER Men  
 COLOR #00  
 PRICE \$14.90

© Disney



ITEM Nintendo SUPER MARIO  
 FAMILY MUSEUM Short Sleeve UT  
 NO. #414336  
 RELEASE April 2019  
 GENDER Men  
 COLOR #09  
 PRICE \$14.90

© Nintendo



ITEM Pieter Ceizer Short Sleeve UT  
 NO. #417199  
 RELEASE December 2018  
 GENDER Men  
 COLOR #00  
 PRICE \$14.90

© Pieter Ceizer



ITEM SPRZ NY Keith Haring Short Sleeve UT  
 NO. #418114  
 RELEASE February 2019  
 GENDER Men  
 COLOR #12  
 PRICE \$14.90

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## ANDY WARHOL

RELEASE February 2019  
 GENDER Men, Women  
 CATEGORY ART  
 URL [www.warholfoundation.org](http://www.warholfoundation.org)



ITEM NO. #414331  
 February 2019  
 Men  
 COLOR #09  
 \$14.90

Some artists have a knack for taking a mundane idea and transforming it into a humorous anecdote. In the hands of Andy Warhol, boring, everyday motifs—from ads to movie stars, flowers, and animals—are transformed into something cool. If you feel there's some deep message hidden in his work that you're not getting, don't worry. Warhol said himself, "If you want to know all about Andy Warhol, just look at the surface: of my paintings and films and me, and there I am. There's nothing behind it."



**PROFILE** After an early career as a commercial illustrator in 1950s New York, Warhol became an artist and leader of the pop art movement. His works span such media as painting, sculpture, and film, with *Campbell's Soup Cans* and *Brillo Boxes* being among his most famous.

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2019 UT SPRING + SUMMER COLLECTION

- ANDY WARHOL
- BICYCLE
- DISNEY | BLOSSOMING DREAMS
- EAMES
- FENDER
- GIRL SKATEBOARDS
- GRACE LEE
- MOBILE SUIT GUNDAM 40TH ANNIVERSARY
- HAWAIIAN LOCO
- HOKUSAI BLUE
- JEAN-MICHEL BASQUIAT
- KEITH HARING
- KIDS & BABY
- LINE FRIENDS
- MAGIC FOR ALL
- MANGA & ANIME
- MARVEL X JASON POLAN
- MASTERPIECE FROM THE BRANDS
- MICKEY ART
- MIRANDA JULY
- MICKEY BLUE
- MINIONS
- MOOMIN BY MASARU SUZUKI
- NINTENDO
- OKASHI
- PEANUTS
- PIETER CEIZER
- PIXAR VACATION
- PRINCESS WAY
- SAKAGURA
- SANRIO CHARACTERS
- SCANDINAVIAN PATTERN COLLECTION
- SOL LEWITT
- SPRZ NY
- STUDIO SANDERSON FOR UNIQLO
- SUPER GEOMETRIC
- UTGP
- VOLKSWAGEN

## GIRL SKATEBOARDS

RELEASE May 2019  
 GENDER Men  
 CATEGORY THE BRANDS  
 URL [girlskateboards.com](http://girlskateboards.com)



Girl Skateboards was founded in California in 1993 by Rick Howard, Mike Carroll, Spike Jonze, and Megan Baltimore. Although they considered a number of options, the group chose to name their brand "Girl," because Carroll thought it had the right feel for

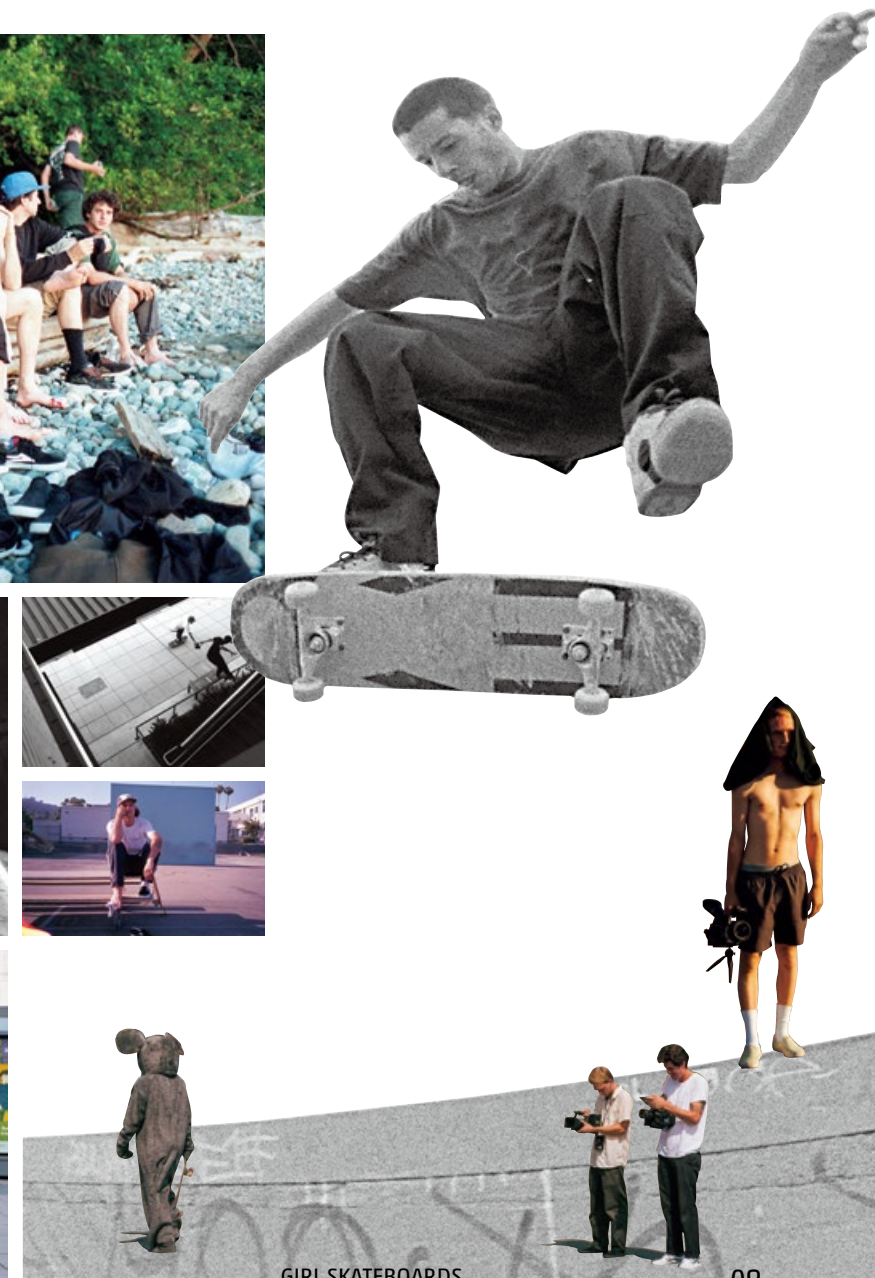
a skateboard company.

Girl's skate video classics, *Goldfish* (1993) and *Mouse* (1997), are filled with the creativity of skateboarding. As cool as the moves and styles are, the films are not simply depictions of skateboarding. Skits and fun are a key part of putting their film projects together. Watching the talented skaters try out their acting chops is entertaining, and Jonze's involvement in the production no doubt contributed to the films' success. Thanks to these videos, countless people around the world have been inspired to pick up a skateboard.

Girl's founding members were friends before establishing the brand. From day one through today, every decision – whether big or small – they have made together. Surely this is the secret to Girl Skateboards' longevity.

The brand's newest film, *Doll*, features newcomers Niels Bennet and Griffin Gass, as well as the usual colorful skits showcasing the team's generational range and close friendship.

The Girl Skateboards team truly loves skateboarding and the skateboarder's way of life. We are excited to team up with them to tell the story of their brand.



## MOBILE SUIT GUNDAM 40TH ANNIVERSARY

RELEASE March 2019  
GENDER Men  
CATEGORY MANGA & ANIME



When the original *Mobile Suit Gundam* was broadcasted in 1979, anime that revolved around robots were geared toward young children. They featured black-and-white worlds in which enemies were either hostile aliens or monsters.

In the world of *Gundam*, humanity is in the midst of a civil war between the

Earth Federation and the rebel Zeon forces. The show's hero, Amuro Ray, is not a stereotypical good guy, but a conflicted teenager who is dragged into the war because of his unmatched skill in piloting the titular combat robot ("mobile suit" in the show's parlance). He clashes with his commander, falls in love, and battles his nemesis while growing as a person. But while the human characters are realistically depicted, the science is simplified, which is why both children and adults were drawn to *Gundam*.

The show is full of memorable quotes and iconic moments, such as, in the final episode, when a headless, one-

armed Gundam fires one last shot into the air. It's such a striking image that when an 18-meter-tall Gundam statue in Tokyo was being removed in 2017, and they started with the head, fans immediately alluded to the scene.

*Gundam* was also a merchandising juggernaut, generating huge sales of mobile suit model kits and other toys. The anime led to many sequels, starting with *Mobile Suit Zeta Gundam*, and shows set in different worlds and timelines. Including the just-released film, *Mobile Suit Gundam Narrative*, there are over 60 anime shows and movies based on the *Gundam* property.



© SOTSU · SUNRISE

## HAWAIIAN LOCO

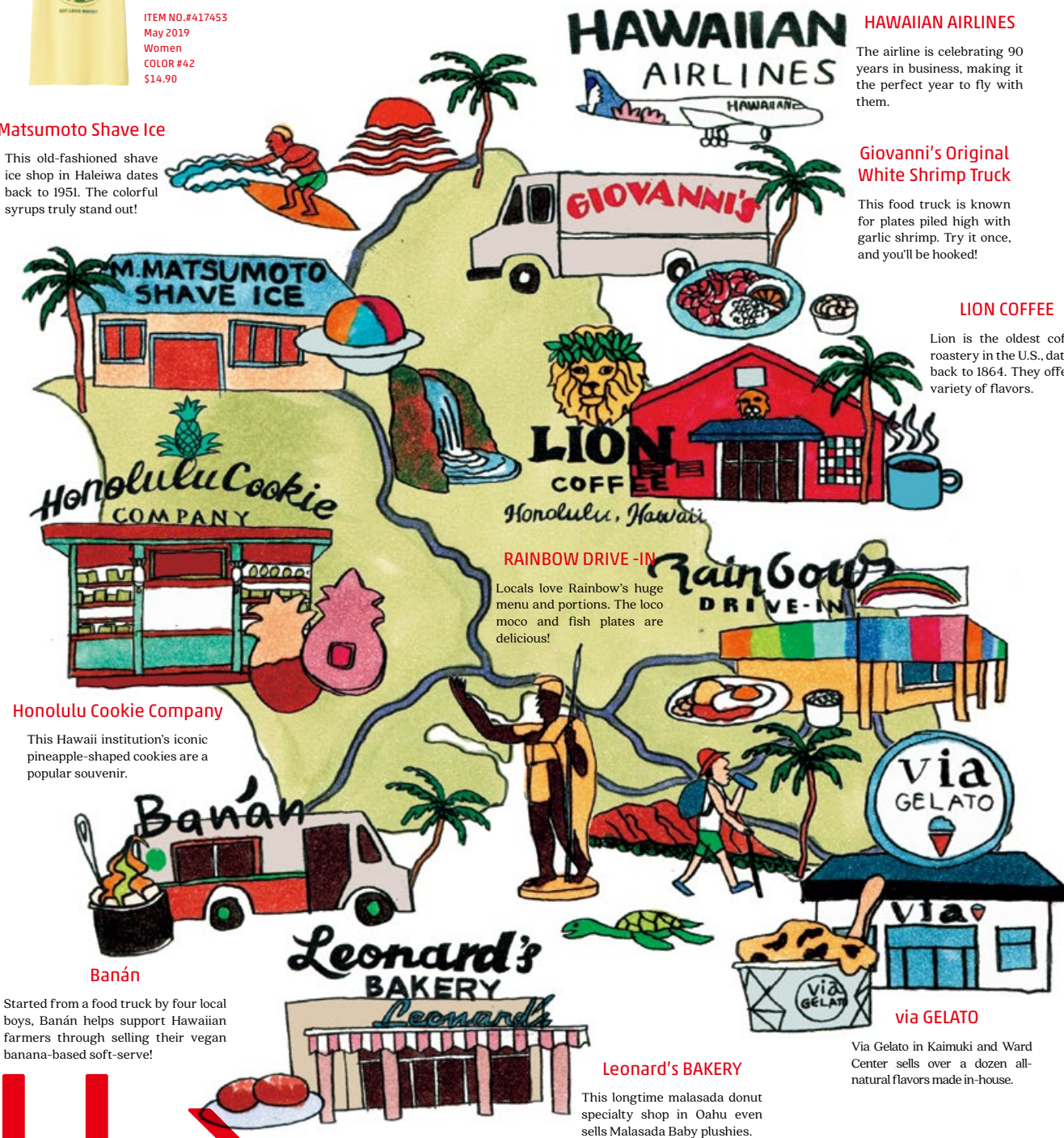
RELEASE May 2019  
GENDER Men, Women, Kids  
CATEGORY THE BRANDS



ITEM NO. #417453  
May 2019  
Women  
COLOR #42  
\$14.90

### Matsumoto Shave Ice

This old-fashioned shave ice shop in Haleiwa dates back to 1951. The colorful syrups truly stand out!



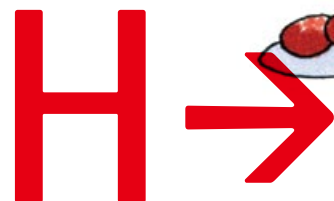
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### Honolulu Cookie Company

This Hawaii institution's iconic pineapple-shaped cookies are a popular souvenir.

### Banan

Started from a food truck by four local boys, Banan helps support Hawaiian farmers through selling their vegan banana-based soft-serve!



People from all over the world flock to Hawaii as a resort destination, but one should not overlook the vibrant life of the locals and their social scenes. The Brands collection showcases select brands and shops that are championed

by local Hawaiians, with T-shirts displaying their distinctive logos. Thanks to our collaboration with these handpicked Hawaiian brands, you too can feel like you're hanging loose on the islands.

### HAWAIIAN AIRLINES

The airline is celebrating 90 years in business, making it the perfect year to fly with them.

### Giovanni's Original White Shrimp Truck

This food truck is known for plates piled high with garlic shrimp. Try it once, and you'll be hooked!

### LION COFFEE

Lion is the oldest coffee roastery in the U.S., dating back to 1864. They offer a variety of flavors.

### RAINBOW DRIVE-IN

Locals love Rainbow's huge menu and portions. The loco moco and fish plates are delicious!

### via GELATO

### via GELATO

Via Gelato in Kaimuki and Ward Center sells over a dozen all-natural flavors made in-house.

### Leonard's BAKERY

This longtime malasada donut specialty shop in Oahu even sells Malasada Baby plushies.

### HOKUSAI BLUE

RELEASE January 2019  
GENDER Men, Women  
CATEGORY ART

#### HOKUSAI MANGA

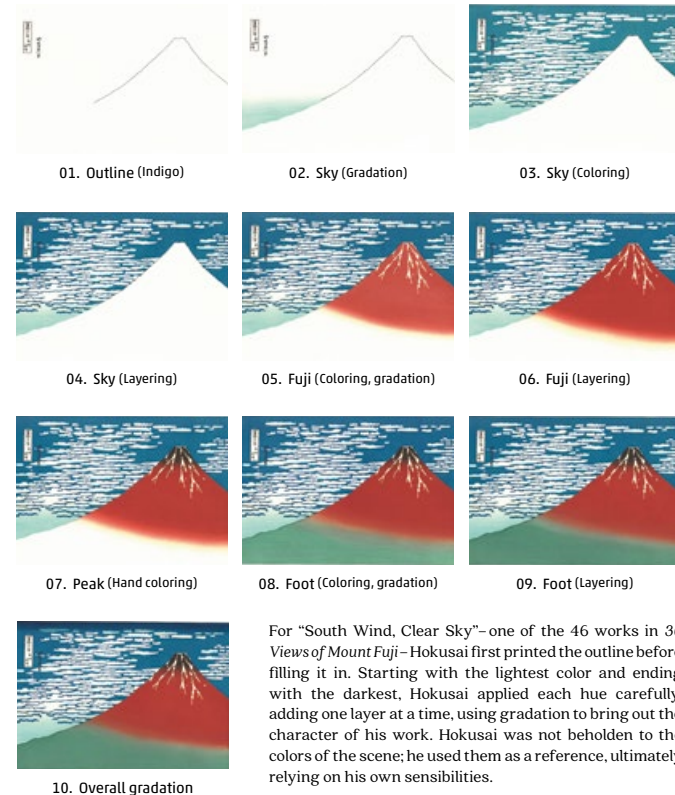


This 15-volume collection of Hokusai's sketches was produced by Unsodo, Japan's only publisher of traditional hand-printed woodblock books. *Hokusai Manga* includes new reprints of woodblocks from Unsodo's archives and inspired much of this UT collection.

#### UNSODO WOODBLOCK WAREHOUSE



#### HOKUSAI WOODBLOCK PRINT



For "South Wind, Clear Sky"—one of the 46 works in 36 Views of Mount Fuji—Hokusai first printed the outline before filling it in. Starting with the lightest color and ending with the darkest, Hokusai applied each hue carefully, adding one layer at a time, using gradation to bring out the character of his work. Hokusai was not beholden to the colors of the scene; he used them as a reference, ultimately relying on his own sensibilities.

In 1998, *LIFE* magazine published a list of the 100 most accomplished people of the millennium. Only one Japanese person – ukiyo-e artist Katsushika Hokusai – made the list, proving that his renown extends far beyond his native Japan. His works are known to have inspired such artists as Van Gogh and Degas. Impressionism may possibly owe its existence to Hokusai. So, what makes Hokusai so great? First,

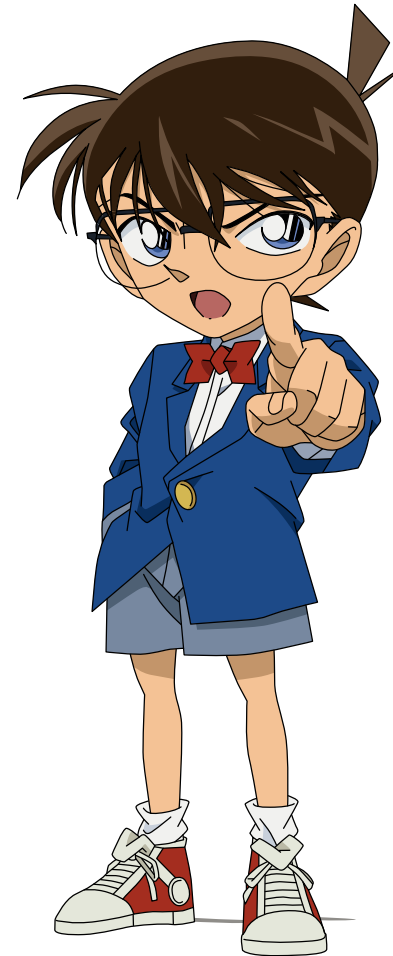
there is his versatility. Throughout his roughly 70-year career, Hokusai adopted and mastered a variety of styles, from humorous caricatures to bold yet delicately rendered landscapes. His unerring gaze upon the world – surer than that of a camera – is a common thread in his work. Hokusai was also innovative in his use of color. He was one of the first artists to use the then-newly developed pigment,

"Prussian blue," which he used in 36 Views of Mount Fuji. The work introduced a clear shade of blue the likes of which the world of ukiyo-e had never seen. This distinctive color came to be known as Hokusai blue.

Hokusai did not believe the work he created before the age of 70 was worthy of attention. Only after reaching 100 did he finally believe he had achieved a divine artistic mastery.

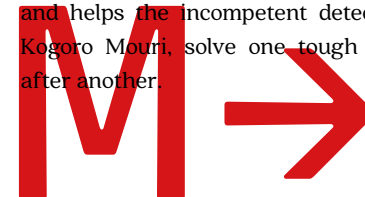
### MANGA & ANIME

RELEASE May 2019 - more styles launching throughout Summer 2019  
GENDER Men, Women, Kids  
CATEGORY MANGA & ANIME



DETECTIVE CONAN  
名探偵 コナン  
DETECTIVE CONAN

After solving his latest case, teenage detective Shinichi Kudo witnesses a suspicious transaction, only to be knocked out and fed a mysterious medicine that transforms him into a 7-year-old boy. This is how the long-running *DETECTIVE CONAN* manga started in 1994. Shinichi changes his name to Conan Edogawa – an homage to his two favorite mystery authors – and helps the incompetent detective, Kogoro Mouri, solve one tough case after another.



Rumiko Takahashi's characters are so distinctive that people often recognize them even if they have never read her manga. One example is Lum, the tiger-print bikini-clad alien girl and star of *Urusei Yatsura*. It's ostensibly a romantic comedy about Lum and her relationship with ne'er-do-well teenager Ataru Moroboshi, but it's more about the goofy characters who turn Ataru's world upside down after Lum enters his life.

In another popular Takahashi manga, *Ranma 1/2*, martial artist Ranma Saotome is cursed to turn into a girl whenever he comes into contact with water. It is another romantic comedy, portraying Ranma's hot-and-cold

relationship with his arranged fiancée, Akane Tendo – but it's also action-oriented, with Ranma battling an array of colorful characters.

Takahashi's follow-up was the more serious *Inuyasha*, in which teenager Kagome Higurashi accidentally travels back in time and releases the half-demon Inuyasha from magical imprisonment.

Every Takahashi manga is full of humor, delivered through jokes and sight gags– even in the middle of a heated battle–as well as richly imaginative onomatopoeia. We've incorporated a few panels that showcase Takahashi's immense creativity in our T-shirts.



うる星やつら  
URUSEI YATSURA



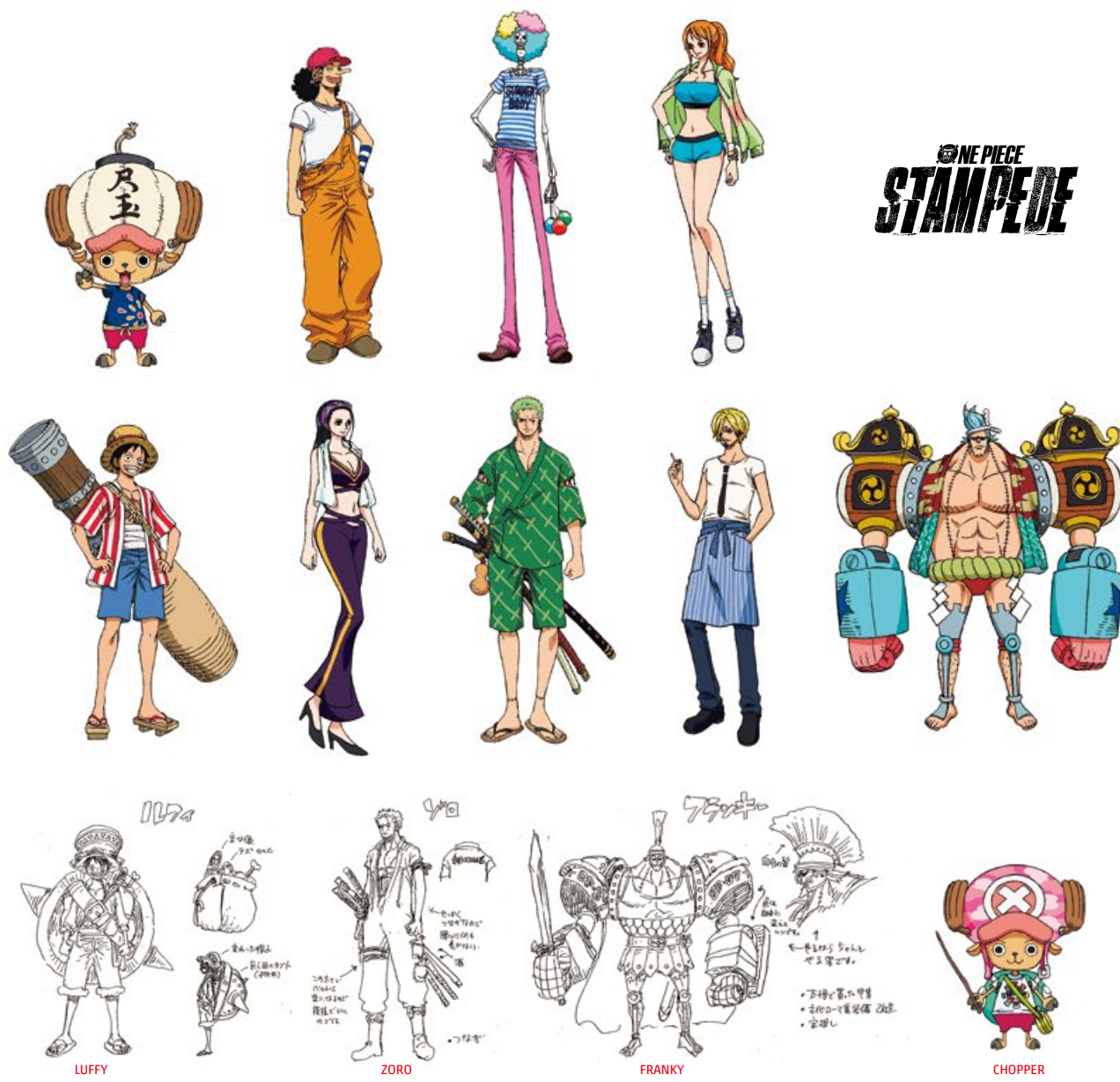
犬夜叉  
INUYASHA



らんま1/2  
RANMA 1/2



© Rumiko Takahashi / Shogakukan © Goshio Aoyama / 1996, 2019 Shogakukan, TVT, TMS



ONE PIECE  
STAMPEDE

We also worked with Oda and the film's staff on a set of treasure hunt-themed outfits. These are some of Oda's sketches.

What more is there to say about Eiichiro Oda's *One Piece*? At this point, the manga is an institution – a genuine epic with no end in sight. Making sure the manga reaches its conclusion has become a matter of national urgency.

The manga has been adapted into several feature-length anime. For the latest film, *One Piece Stampede*, we at UT helped design the costumes! Our mission was to build our ideas on a “Japanese summer” theme, making sure they would fit seamlessly into the world of *One Piece* while also expressing a heightened sense of fun. After a lot of back-and-forth with Oda

and some polishing by Masayuki Sato, a character designer at Toei, the film's producer – we devised some pretty neat designs. Check them out at the top of this page!

We may have gotten a little carried away with our initial designs, which included Luffy carrying a giant horned beetle – a summer bug in Japan – on his back and Franky, with paper lantern-shaped shoulders. But along the way, Oda was there to guide us towards designs that were true to each character. We can't wait to watch the designs in action on film!

The costumes will make an appearance

right at the beginning of the film, when Luffy and his crew are having a summer party on the deck of their ship, the Thousand Sunny. Watch for how Luffy uses the giant firework launcher strapped to his back! As usual, our UT lineup will be filled with *One Piece* shirts.

**ONE PIECE STAMPEDE**

To celebrate 20 years of the manga's animated version, the 14th feature-length *One Piece* anime will be released in Japan on Aug. 9. The story is set three years after the last. All we know is that it involves a desert and a giant monster made of rubble. Stay tuned!

MARVEL X JASON POLAN

RELEASE April 2019  
GENDER Men, Boys  
CATEGORY MAGIC FOR ALL / ART



The Marvel-inspired artwork featured in our UT collection comes from New York-based artist Jason Polan, who has been drawing Marvel heroes since childhood. Here's a little bit about him.

**What were you like as a child?**  
I drew a lot. I liked hanging out with my family and my friends. I liked collecting things. One of the first things I collected were little fossils. I liked drawing dinosaurs. I played soccer and baseball. I liked swimming and watching movies. I had pet turtles. I liked going on trips with my family.

**What was your dream back then?**  
I think I have always wanted to be an artist, probably because I never thought there was really any other option. I wasn't quite sure what the logistics of it would be but drawing and doing art-related projects were what I enjoyed most.

**What was your first Marvel comic?**  
This is a little embarrassing but I wasn't much of a comic reader (or reader at all!) when I was little. I would spend hours looking at the drawings in them, though. I think Spider-Man was my



first favorite Marvel Superhero. I liked how he looked, how he could fly through the air, his red-and-blue costume, the scenes in New York City, and so many other things. I am not sure I thought about it too much, but looking back on it now, I bet I also liked that Peter Parker wasn't much older than me.

**Do you belong to a club?**  
I belong to a few clubs! I started a club called Taco Bell Drawing Club right after I moved to New York. I thought it would be a fun way to meet other drawers around the city. Taco Bell Drawing Club has about 500 members now! I still have weekly meetings in New York but they have happened all over the world (including Tokyo's Shibuya district!).

**What are your favorite art tools?**  
I usually draw and write with a uni-ball vision elite bold black pen. I usually draw in a Strathmore 400 series Medium Surface 4"x6" Drawing pad.

**Where do you like to eat?**  
I like eating at Taco Bell, Jimmy Johns, Hampton Chutney Company, and Five Guys.

**Name three of your favorite movies.**  
*Back to the Future 2*, *Field of Dreams*, and *The Red Balloon*.

**What is your desk-side book?**  
Right now, I am reading a Haruki Murakami book and a James Baldwin book.

**Who is your favorite rapper?**  
André 3000.

**What do you always carry with you?**  
I don't usually carry a bag. I like having

**PROFILE** Polan is a New York-based artist who is renowned for his charming drawings of people, animals, and food. He has worked on collaborations with *The New York Times* and on other projects. Polan is founder of the Taco Bell Drawing Club.

ONE PIECE STAMPEDE © Eiichiro Oda/2019 One Piece Production Committee





## MICKEY ART

RELEASE May 2019  
 GENDER Men, Women  
 CATEGORY MAGIC FOR ALL / ART



Geneviève Gauckler



"I like to create a positive vibe," says French designer Geneviève Gauckler. "I like to play with various shapes, to mix them together in order to find harmony from the chaos."

This may explain why viewing her work makes your heart flutter and puts a spring in your step. Her inspiration?

"Everything from my daily life."

For this season's UT lineup, Gauckler has provided us with designs inspired by Mickey Mouse – a character who has had a deep impact on her. "Mickey Mouse was a part of my childhood," she explains. "He represents a joyful and positive attitude towards life. I've tried to express [that] feeling of fun, of

playfulness, of positivity, spontaneity, [and] intrepidity."

**PROFILE** Gauckler was born in Lyons. After graduating from ENSAD in Paris, she began working as a graphic designer for print, web, video, and other media. She is a member of digital artist collective, Pleix. She has published art books through France-based Pyramyd.



Yu Nagaba



Despite his simple lines and minimal use of color, Yu Nagaba's motifs from famous people and paintings to movie scenes and random

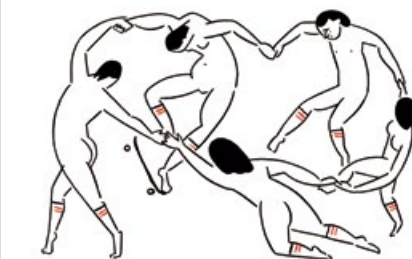
strangers –are full of personality.

"After graduating from college and becoming an illustrator, I got a lot of work designing T-shirts," he says, explaining how he settled on his style. "Every client wants a different style and, at first, I tried to meet their demands. But I started worrying that, if I didn't come up with a personal style, I wouldn't have a future as an illustrator. So, I experimented until I came up with my current style."

For our UT lineup, Nagaba also created some Mickey Mouse-inspired designs. "My Mickeys are carrying boom boxes and smartphones," he says. "I love pop

**PROFILE** Nagaba was born in Tokyo in 1976. He became an illustrator straight out of college. He provides design concepts for various clothing brands and also creates ads, as well as book covers and illustrations. He has also released a book of his drawings, *IDraw*.

culture, and I thought it would be fun to create a hip, contemporary Mickey."



© Disney © Geneviève Gauckler © Yu Nagaba

© Miranda July © Elizabeth Weinberg

## MIRANDA JULY

RELEASE March 2019  
 GENDER Women  
 CATEGORY ART  
 URL [www.mirandajuly.com](http://www.mirandajuly.com)



"I'm interested in the ways we try to connect but go wildly off course," says artist Miranda July about the themes found in her creations. July's artworks straddle the worlds of film, literature, art, and performance. "Perhaps a character grows into their strangeness –their loneliness," she continues, "and can even share it for a moment. But generally, I think people hold on to their sadness for their whole lives and, quite often, they do incredible things with it."

Such moments appear often in July's novels and films. Her novel *The First Bad Man* (2015) is the story of two women with completely opposite personalities. Their lives intersect when they begin living together, triggering a transformation in both of the women. In fact, you can trace this theme of "surprising connections" back to her very first creative work.

"The first 'real' thing I made was a play I wrote in high school and presented at

a local punk club. It was based on my correspondence with a man in prison; he was my pen pal for three years. Sitting in the audience of my own play was a



In *The Future*, directed by July, a couple's perspective on life changes when they adopt a sickly stray cat.



A screenshot of July's promotional website for her first book of short stories, *No One Belongs Here More Than You*.

**PROFILE** Miranda July is an LA-based filmmaker, artist, and writer. Her works include the films *Me and You* and *Everyone We Know* and *The Future*, as well as the books *No One Belongs Here More Than You* and *The First Bad Man*. She is finishing a new film.



11 HEAVY THINGS From July's *Eleven Heavy Things* exhibition.

revelation (even if the play itself wasn't perfect). In that moment, I thought: 'I'll do things like this for the rest of my life.'"

The UT collection designed by July features slogans such as "Never Not Trying" that reflect her unique worldview. And, as with her other work, it's all about "surprising connections."

"This collection is about self-invention and friendship, which are very interconnected for me. All teenagers self-invent, and if we're lucky, we get to keep doing it our whole lives. What do I reveal and what do I hide? Who am I really?"

"As an artist, I often transform through my work, and my friends are always the first ones to believe in my new creations—their faith makes me brave. We also stand beside each other in those messy, in-between places: the day before everything makes sense; the day after the party. There's joy and humor in the mistakes, and the designs in this collection speak to that. They're a little messed-up but full of hope.

"I suppose I also grew up with massive amounts of advertising, like everyone else, and eventually wanted my own slogans that—to paraphrase from artist Gillian Wearing – say what I want to say, not what someone else wants me to say."

NINTENDO



SUPER MARIO FAMILY MUSEUM

RELEASE April 2019  
 GENDER Men, Women, Kids  
 CATEGORY GAME

With his red cap and shirt, blue overalls, and moustache, Mario is one of the most recognizable characters around the world. Following his breakthrough on the Nintendo Entertainment System, launched in 1985, the star of *Super Mario Brothers* has enjoyed enduring popularity, in large part due to the cutting-edge experiences that Mario games

have provided on every generation of Nintendo hardware. His latest adventure—*Mario Odyssey* for the Nintendo Switch™—has him freely traversing a colorful open world. Every game also features a returning cast of beloved characters such as Luigi, Princess Peach, Toad, and Yoshi, as well as enemies like Bowser, Koopa Troopas, and Goombas.

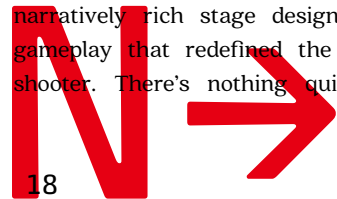


SPLATOON

RELEASE May 2019  
 GENDER Men, Kids  
 CATEGORY GAME

At its core, *Splatoon* is a strategy game. Your goal is to cover every surface of the playing stage in a given color while competing with other players against the clock. You play an Inkling—a squid that can turn into a humanoid. In your humanoid form, you use Shooters, Rollers, and other weapons to spread your ink—as well as splatter opponents. In squid form, you can swim into your splattered ink and hide while replenishing your ink supply. It's all very tactical, yet the game moves at a very rapid pace.

the plopping sound that occurs when submerging yourself into the ink, or the liberating feel of splattering an entire stage with wild abandon. Fans were rewarded with a sequel, *Splatoon 2*, which was released in 2017 for the Nintendo Switch™—and also the inclusion of Inklings in the lineup for popular multiplayer brawler *Super Smash Bros. Ultimate*, which was teased in a video released in March 2018.



STUDIO SANDERSON FOR UNIQLO

RELEASE March 2019  
 GENDER Women, Girls  
 CATEGORY TEXTILE PRINTS



ITEM NO.#414510  
 March 2019  
 Women  
 COLOR #01  
 \$14.90



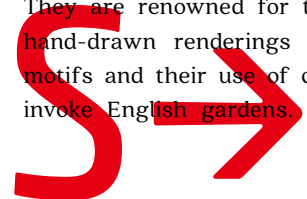
By kind permission of Sanderson, a trading name of Astaris Holdings Ltd

Sanderson is best described as “timeless, elegant British design.” Founded in 1860, this wallpaper brand is one of the most trusted names in the U.K. and has served the Royal Family for almost a century. They are renowned for their vivid hand-drawn renderings of classic motifs and their use of colors that invoke English gardens. Sanderson

wallpaper can provide any home of any era with a comforting elegance. The company’s design archive is the largest in the world, and includes fabrics, wallpapers, and prints. We’re always looking for ways to present these classic designs in modern ways; with UT, our focus is on flower motifs.



Sanderson’s ads are typically playful and stylish. As the pop art floral print in the ad on the left indicates, the company may be traditional, but they are capable of producing a bold range of stunning fabrics, wallpapers, and ornaments.



## SUPER GEOMETRIC

RELEASE April 2019  
 GENDER Men, Women, Kids  
 CATEGORY ART

**PROFILE** Sowden was born in the U.K. in 1942. In 1970, he moved to Milan, where he opened his own design studio. In 1981, he became a founding member of Memphis. In 2010, he started the brand Sowden, for which he has produced numerous patterns and decorations.



George Sowden

of global design. As such, it will be forever discussed and criticized, added to, copied, and constantly reinterpreted by generations to come.”

Today, Sowden runs his own brand, also called Sowden, where he tirelessly pursues new ideas and designs. His first challenge: a new coffee pot.

“When I decided to start the Sowden brand, my first decision was to study new products for brewing coffee and tea,” he says. “Coffee equipment is so complicated. I wanted to invent a simple way to make coffee—as easy and efficient as the teapot is for tea! I am inspired by the idea of ideals.”

By the end of the 20th century, postmodernism had become de rigueur in the field of design. George Sowden was one of the driving forces behind this movement. He made his name in 1981, when the Memphis Group—a design and architecture collective of

which he was a founding member—arranged an exhibition of their radical works in Milan.

“Memphis was a defining moment in late-20th century design,” Sowden says. “It became a movement that influenced the aesthetics and identity



ITEM NO. #417319  
 April 2019  
 Men  
 COLOR #09  
 \$14.90

ITEM Scandinavian Short Sleeve Dress  
 NO. #420536  
 RELEASE May 2019 (available in select stores)  
 GENDER Women  
 COLOR #01  
 PRICE \$29.90

© Cathy Nordström



© George Sowden

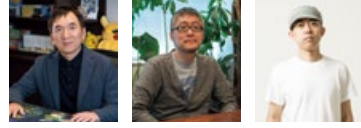
Sowden's D'Antibes Cabinet, on the far left, was displayed for the first time at the 1981 Memphis exhibition. To its right is the coffee pot Sowden produced to provide people with a simple way to prepare coffee. His UT collection incorporates his black-and-white drawings from the 1980s.

UTGP

# UTGP 2019

THE GLOBAL T-SHIRT DESIGN COMPETITION

# POKÉMON



This year's judges were Tsunekazu Ishihara, President and CEO of The Pokémon Company; Ken Sugimori, Game Freak Board Member; and NIGO®, UT Creative Director.

Since 2005, the UT Grand Prix has invited the public to freely play around with popular characters from Marvel, Disney, Star Wars, and other brands to create interesting T-shirt designs.

Anyone of any age or from any country can submit a design—even from their smartphone! Winning submissions are incorporated in a UT Graphic Tee. This year's theme was Pokémon—a

motif that fans have been clamoring for for ages! The winning designs are scheduled for release this summer. Stay tuned to find out which awesome designs will be chosen!



ITEM Super Geometric Dusen Dusen Short Sleeve UT  
NO. #418108  
RELEASE April 2019  
GENDER Men  
COLOR #00  
PRICE \$14.90  
© Dusen Dusen

ITEM Nintendo SUPER MARIO FAMILY MUSEUM Short Sleeve UT  
NO. #419652  
RELEASE April 2019  
GENDER Men  
COLOR #69  
PRICE \$14.90  
© Nintendo

ITEM The Brands Masterpiece Short Sleeve UT  
NO. #419324  
RELEASE March 2019  
GENDER Men  
COLOR #00  
PRICE \$14.90  
© & TM by PEZ AG, 2019

ITEM Princess Way Short Sleeve UT  
NO. #417675  
RELEASE February 2019  
GENDER Women  
COLOR #03  
PRICE \$14.90  
© Disney (available in select stores)

ITEM MARVEL X Jason Polan Short Sleeve UT  
NO. #418508  
RELEASE April 2019  
GENDER Men  
COLOR #22  
PRICE \$14.90  
© 2019 MARVEL

## RELEASE CALENDAR

<p>COLOR #09 ITEM NO. #417190</p> <p><b>AND HAVE FUN ! BY GRACE LEE Short Sleeve UT</b></p> <p>RELEASE December 2018 GENDER Women PRICE \$14.90</p>	<p>COLOR #02 ITEM NO. #417088</p> <p><b>AND HAVE FUN ! BY GRACE LEE Long Sleeve Sweatshirt</b></p> <p>RELEASE December 2018 (available in select stores) GENDER Women PRICE \$29.90</p>	<p>COLOR #09 ITEM NO. #418026</p> <p><b>SPRZ NY Andy Warhol Short Sleeve UT</b></p> <p>RELEASE February 2019 GENDER Women PRICE \$14.90</p>	
<p>COLOR #57 ITEM NO. #418113</p> <p><b>SPRZ NY Andy Warhol Short Sleeve UT</b></p> <p>RELEASE February 2019 GENDER Men PRICE \$14.90</p>	<p>COLOR #03 ITEM NO. #417649</p> <p><b>SPRZ NY Basquiat Short Sleeve UT</b></p> <p>RELEASE February 2019 GENDER Women PRICE \$14.90</p>	<p>COLOR #09 ITEM NO. #418120</p> <p><b>SPRZ NY Basquiat Short Sleeve UT</b></p> <p>RELEASE February 2019 GENDER Men PRICE \$14.90</p>	<p>COLOR #16 ITEM NO. #419304</p> <p><b>The Brands Bicycle Short Sleeve UT</b></p> <p>RELEASE March 2019 GENDER Men PRICE \$14.90</p>
<p>COLOR #00 ITEM NO. #419302</p> <p><b>The Brands Bicycle Short Sleeve UT</b></p> <p>RELEASE March 2019 GENDER Men PRICE \$14.90</p>	<p>COLOR #09 ITEM NO. #419301</p> <p><b>The Brands Bicycle Short Sleeve UT</b></p> <p>RELEASE March 2019 GENDER Men PRICE \$14.90</p>	<p>COLOR #01 ITEM NO. #414537</p> <p><b>Discovery Channel Short Sleeve UT</b></p> <p>RELEASE January 2019 (more patterns launching in March) GENDER Boys PRICE \$9.90</p>	<p>COLOR #11 ITEM NO. #414941</p> <p><b>Disney   Blossoming Dreams Short Sleeve UT</b></p> <p>RELEASE February 2019 GENDER Girls PRICE \$9.90</p>
<p>COLOR #00 ITEM NO. #418031</p> <p><b>SPRZ NY Eames Short Sleeve UT</b></p> <p>RELEASE February 2019 GENDER Women PRICE \$14.90</p>	<p>COLOR #00 ITEM NO. #418122</p> <p><b>SPRZ NY Eames Short Sleeve UT</b></p> <p>RELEASE February 2019 GENDER Men PRICE \$14.90</p>	<p>COLOR #03 ITEM NO. #417765</p> <p><b>The Brands feat. Fender Short Sleeve UT</b></p> <p>RELEASE May 2019 GENDER Kids PRICE \$9.90</p>	<p>COLOR #09 ITEM NO. #419307</p> <p><b>The Brands feat. Fender Short Sleeve UT</b></p> <p>RELEASE May 2019 GENDER Men PRICE \$14.90</p>

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COLOR #00 ITEM NO. #420590



**GIRL SKATEBOARDS Short Sleeve UT**

RELEASE May 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #09 ITEM NO. #415648



**GUNDAM 40th Anniversary Short Sleeve UT**

RELEASE March 2019  
GENDER Men  
PRICE \$14.90



COLOR #00 ITEM NO. #420632



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90


COLOR #09 ITEM NO. #420713



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90

COLOR #50 ITEM NO. #420631



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90

COLOR #09 ITEM NO. #419429



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019 (available in select stores)  
GENDER Women  
PRICE \$14.90

COLOR #00 ITEM NO. #420649



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90


COLOR #10 ITEM NO. #420296



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90


COLOR #00 ITEM NO. #419297



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90

COLOR #42 ITEM NO. #417455



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90

COLOR #09 ITEM NO. #417455



**The Brands Hawaiian Loco Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90

COLOR #01 ITEM NO. #416288



**Hokusai Blue Short Sleeve UT**

RELEASE January 2019  
GENDER Women  
PRICE \$14.90

COLOR #69 ITEM NO. #416288



**Hokusai Blue Short Sleeve UT**

RELEASE January 2019  
GENDER Women  
PRICE \$14.90

COLOR #01 ITEM NO. #416285



**Hokusai Blue Short Sleeve UT**

RELEASE January 2019  
GENDER Women  
PRICE \$14.90

COLOR #12 ITEM NO. #416287



**Hokusai Blue Short Sleeve UT**

RELEASE January 2019  
GENDER Women  
PRICE \$14.90

COLOR #69 ITEM NO. #416284



**Hokusai Blue Short Sleeve UT**

RELEASE January 2019  
GENDER Men  
PRICE \$14.90

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COLOR #01 ITEM NO. #414355



**Hokusai Blue Short Sleeve UT**

RELEASE January 2019  
GENDER Men  
PRICE \$14.90

COLOR #01 ITEM NO. #417694



**Hokusai Blue Short Sleeve UT**

RELEASE April 2019  
GENDER Men  
PRICE \$14.90

COLOR #69 ITEM NO. #416195



**Hokusai Blue Short Sleeve UT**

RELEASE January 2019  
GENDER Men  
PRICE \$14.90

COLOR #00 ITEM NO. #417653



**SPRZ NY Keith Haring Short Sleeve UT**

RELEASE February 2019  
GENDER Women  
PRICE \$14.90

COLOR #12 ITEM NO. #418114



**SPRZ NY Keith Haring Short Sleeve UT**

RELEASE February 2019  
GENDER Men  
PRICE \$14.90

COLOR #05 ITEM NO. #413771



**LEGO Short Sleeve UT**

RELEASE February 2019  
GENDER Baby  
PRICE \$9.90

COLOR #00 ITEM NO. #419333



**LINE FRIENDS Short Sleeve UT**

RELEASE February 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #71 ITEM NO. #416797



**MY LITTLE PONY Short Sleeve UT**

RELEASE February 2019  
GENDER Girls  
PRICE \$9.90

COMING SOON



**MANGA UT**

RELEASE May 2019 (more styles launching through summer 2019)  
GENDER Men, Women, Kids  
PRICE \$14.90 Men and Women \$9.90 Kids

COMING SOON



**ONE PIECE STAMPEDE**

RELEASE July 2019  
GENDER Men, Kids  
PRICE \$14.90 Men \$9.90 Kids

COLOR #00 ITEM NO. #414533



**MARVEL X Jason Polan Short Sleeve UT**

RELEASE April 2019  
GENDER Kids  
PRICE \$9.90


COLOR #00 ITEM NO. #418307



**MARVEL X Jason Polan Short Sleeve UT**

RELEASE April 2019  
GENDER Men  
PRICE \$14.90

COLOR #09 ITEM NO. #419325



**The Brands Masterpiece Short Sleeve UT**

RELEASE March 2019  
GENDER Men  
PRICE \$14.90

COLOR #00 ITEM NO. #419326



**The Brands Masterpiece Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #03 ITEM NO. #419315



**The Brands Masterpiece Short Sleeve UT**

RELEASE April 2019  
GENDER Men  
PRICE \$14.90

COLOR #65 ITEM NO. #419318



**The Brands Masterpiece Short Sleeve UT**

RELEASE April 2019  
GENDER Men  
PRICE \$14.90



COLOR #51 ITEM NO. #413773



**Peppa Pig Short Sleeve UT**

RELEASE April 2019 (available in select stores)  
GENDER Baby  
PRICE \$9.90

COLOR #62 ITEM NO. #413770



**The Picture Book Collection Short Sleeve UT**

RELEASE May 2019  
GENDER Baby  
PRICE \$9.90

COLOR #30 ITEM NO. #413770



**The Picture Book Collection Short Sleeve UT**

RELEASE May 2019  
GENDER Baby  
PRICE \$9.90

COLOR #41 ITEM NO. #413770



**The Picture Book Collection Short Sleeve UT**

RELEASE May 2019  
GENDER Baby  
PRICE \$9.90

COLOR #09 ITEM NO. #417200



**Pieter Ceizer Short Sleeve UT**

RELEASE December 2018  
GENDER Men  
PRICE \$14.90

COLOR #00 ITEM NO. #420450



**PIXAR VACATION Short Sleeve UT**

RELEASE June 2019  
GENDER Kids  
PRICE \$9.90

COLOR #10 ITEM NO. #419524



**PIXAR VACATION Short Sleeve UT**

RELEASE June 2019  
GENDER Women  
PRICE \$14.90

COLOR #00 ITEM NO. #420585



**PIXAR VACATION Short Sleeve UT**

RELEASE June 2019  
GENDER Men  
PRICE \$14.90

COLOR #00 ITEM NO. #417674



**Princess Way Short Sleeve UT**

RELEASE February 2019 (available in select stores)  
GENDER Women  
PRICE \$14.90

COLOR #66 ITEM NO. #418098



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #69 ITEM NO. #418098



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #09 ITEM NO. #418129



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #01 ITEM NO. #418101



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #08 ITEM NO. #418130



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #56 ITEM NO. #417079



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #69 ITEM NO. #418132



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

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COLOR #01 ITEM NO. #416448



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #55 ITEM NO. #418097



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #09 ITEM NO. #418100



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #01 ITEM NO. #418131



**SAKAGURA Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Men  
PRICE \$14.90

COLOR #00 ITEM NO. #417273



**SANRIO CHARACTERS Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Women  
PRICE \$14.90

COLOR #00 ITEM NO. #413885



**SANRIO CHARACTERS Short Sleeve UT**

RELEASE March 2019  
GENDER Girls  
PRICE \$9.90

COLOR #10 ITEM NO. #417539



**SANRIO CHARACTERS Short Sleeve UT**

RELEASE March 2019 (available in select stores)  
GENDER Women  
PRICE \$14.90

COLOR #00 ITEM NO. #414213



**Scandinavian Pattern Collection Short Sleeve UT**

RELEASE May 2019  
GENDER Girls  
PRICE \$9.90

COLOR #09 ITEM NO. #419519



**Scandinavian Pattern Collection Short Sleeve UT**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90

COLOR #69 ITEM NO. #418544



**Scandinavian Pattern Collection Shorts**

RELEASE May 2019  
GENDER Women  
PRICE \$14.90

COLOR #01 ITEM NO. #420556



**Scandinavian Pattern Collection Short Sleeve Dress**

RELEASE May 2019 (available in select stores)  
GENDER Women  
PRICE \$29.90

COLOR #62 ITEM NO. #413775



**Scion Baby Short Sleeve Dress**

RELEASE March 2019  
GENDER Baby  
PRICE \$14.90

COLOR #71 ITEM NO. #417652



**SPRZ NY Sol LeWitt Short Sleeve UT**

RELEASE February 2019  
GENDER Women  
PRICE \$14.90

COLOR #00 ITEM NO. #418139



**SPRZ NY Sol LeWitt Short Sleeve UT**

RELEASE February 2019  
GENDER Men  
PRICE \$14.90

COLOR #11 ITEM NO. #418982



**Studio Sanderson for UNIQLO Short Sleeve Dress**

RELEASE March 2019  
GENDER Girls  
PRICE \$14.90

COLOR #50 ITEM NO. #415558



**Studio Sanderson for UNIQLO Soft Cotton Short Sleeve Shirt**

RELEASE March 2019 (available in select stores)  
GENDER Women  
PRICE \$29.90

COLOR #01 ITEM NO. #416146



**Studio Sanderson for UNIQLO Short Sleeve UT**

RELEASE March 2019  
GENDER Women  
PRICE \$14.90

COLOR #69 ITEM NO. #416106



**Studio Sanderson for UNIQLO Sleeveless Bra Dress**

RELEASE March 2019 (available in select stores)  
GENDER Women  
PRICE \$29.90

COLOR #10 ITEM NO. #415526



**Sumikkogurashi Short Sleeve UT**

RELEASE May 2019  
GENDER Girls  
PRICE \$9.90

COLOR #00 ITEM NO. #419378



**Super Geometric Dusen Dusen Short Sleeve UT**

RELEASE April 2019  
GENDER Women  
PRICE \$14.90

COLOR #01 ITEM NO. #418109



**Super Geometric Dusen Dusen Short Sleeve UT**

RELEASE April 2019  
GENDER Men  
PRICE \$14.90

COLOR #09 ITEM NO. #418125



**Super Geometric George Sowden Short Sleeve UT**

RELEASE April 2019  
GENDER Women  
PRICE \$14.90


COLOR #00 ITEM NO. #418110



**Super Geometric George Sowden Short Sleeve UT**

RELEASE April 2019  
GENDER Men  
PRICE \$14.90

COMING SOON



**UTGP 2019 POKÉMON**

RELEASE June 2019  
GENDER Men, Women, Kids  
PRICE \$14.90 Men and Women \$9.90 Kids

COLOR #00 ITEM NO. #418956




**The Brands feat. Volkswagen Short Sleeve UT**

RELEASE March 2019  
GENDER Men  
PRICE \$14.90

VISIT OUR ONLINE SHOP FOR MORE T-SHIRTS!

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**(Front Cover)**

ITEM MARVEL X Jason Polan Short Sleeve UT  
NO. #418313  
RELEASE April 2019  
GENDER Men  
COLOR #63  
PRICE \$14.90  
© 2019 MARVEL

ITEM The Brands Masterpiece Short Sleeve UT  
NO. #419317  
RELEASE March 2019  
GENDER Men  
COLOR #00  
PRICE \$14.90  
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# 2019 UT SPRING + SUMMER COLLECTION

2019 UT SPRING & SUMMER COLLECTION

Visit our special webpage for more contents:

[www.uniqlo.com/us/en/ut-graphic-tees](http://www.uniqlo.com/us/en/ut-graphic-tees)



\* Available items vary by store.

\* Launch dates are subject to change without prior notice.

A t-shirt is more than just a t-shirt. It's an expression of who you are. Where you've been. What you love. And with hundreds of limited edition t-shirts to choose from each year, you'll always find one that says exactly how you feel. That's the UT philosophy.



ITEM The Brands Hawaiian Loco Short Sleeve UT  
NO. #419467  
RELEASE Late-May 2019  
GENDER Men  
COLOR #00  
PRICE \$9.90

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ITEM Miranda July Short Sleeve UT  
NO. #419376  
RELEASE March 2019  
GENDER Women  
COLOR #09  
PRICE \$14.90

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