



The Ranch at Laguna Beach Collaborates with Laguna Beach Apparel Brand Willbo on Limited Edition Collection

Inspired by life in Aliso Canyon and the laid-back culture of Laguna Beach, the exclusive collection brings together Willbo's nostalgic design aesthetic and The Ranch's connection to nature and place.

Laguna Beach, Calif. (June 16, 2026) — [The Ranch at Laguna Beach](#) today announces a limited-edition collaboration with Laguna Beach-born apparel brand [Willbo](#), unveiling an exclusive capsule collection inspired by the laid-back coastal lifestyle, creative spirit and enduring sense of community that define Laguna Beach. The collection marks the latest initiative in The Ranch at Laguna Beach's ongoing commitment to spotlighting local makers, artists and brands that authentically shape the culture of the destination.

Founded in Laguna Beach by Robbie and Will McInerny, Willbo has quickly emerged as one of Southern California's most recognizable rising lifestyle brands, known for its vintage-inspired hats and apparel worn by locals, and athletes, musicians and creatives across the country. With a flagship storefront in Laguna Beach and a recently opened retail space at Lido Marina Village, the brand has cultivated a loyal following through thoughtfully crafted pieces that feel personal and lived-in—rooted in craftsmanship, storytelling, and connection. That ethos aligns naturally with The Ranch at Laguna Beach, where guests are encouraged to slow down, reconnect with nature and community, and embrace an authentic "come as you are" spirit.

The exclusive collection with The Ranch at Laguna Beach will feature a curated assortment of co-branded hats, crewnecks, hoodies, tees and accessories. Dubbed "California Coastal Ranch," the collection draws its spirit from the layered history of the canyon — the homesteaders who settled along Aliso Creek in the late 1800s, the artists who followed the coastal light into Laguna, and the surfers who traced their way west toward the Pacific. Rooted in that story and designed for mornings on the course, afternoons by the ocean and the unhurried moments in between, the collection blends Willbo's signature aesthetic with subtle nods to The Ranch's iconic landscape — where canyon meets coast, and ranch meets ocean.

"This partnership means much more than merchandise for us," said Kurt Bjorkman, Chief Operating Officer at The Ranch at Laguna Beach. "The Ranch has always celebrated the artists, makers and entrepreneurs that make Laguna Beach so culturally rich and unique. Willbo is a brand that genuinely embodies the spirit of this community — creative, nostalgic, welcoming and deeply connected to the

California coast — and we're proud to collaborate in a way that feels incredibly authentic to both of our brands."

In many ways, the collaboration comes full circle. Long before Willbo had a name, founder Robbie McNerny and his father spent countless afternoons at Harvest, The Ranch at Laguna Beach's signature restaurant, spreading notebooks across the table and talking through what the brand could become — names, ideas, products, stories, the future — all while overlooking the first tee and the canyon beyond. Many of the conversations that ultimately shaped Willbo happened right there, listening to the familiar rhythm of a place they'd both known for years.

"What has always made The Ranch special isn't just the golf course itself, but the feeling of the place, the canyon, the music drifting through the property, the smell of eucalyptus after a marine layer morning, the way the light moves through the valley in the late afternoon. It's a place that reminds you to slow your pace and reconnect with what matters," said Robbie McNerny, Co-Founder of Willbo. "This collection was designed to reflect that spirit. Built for mornings on the course, afternoons by the ocean, and the moments in between. A celebration of a place that helped shape our brand and a community we've been fortunate to be part of for many years and we're honored to share it."

The limited-edition collection will be available for purchase exclusively at The Ranch at Laguna Beach beginning June 16, 2026.

For more information about The Ranch at Laguna Beach, please visit theranchlb.com and to learn more about Willbo, visit willbousa.com.

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About The Ranch at Laguna Beach

Spread over 87 acres where the canyon meets the sea in the heart of Orange County, California, The Ranch at Laguna Beach is a boutique coastal resort steeped in history since its inception as an 1800s homestead. With 97 guest rooms and suites, a half-acre biodynamic farm, the only golf course in Laguna Beach, a 3,000-square-foot indoor/outdoor spa and robust spaces for meetings and events, The Ranch at Laguna Beach embodies the essence of the iconic artistic beach community of Laguna Beach. The resort's diverse dining program includes farm-to-fork California cuisine at Harvest restaurant, The Porch, locally sourced hook-to-fork cuisine at Lost Pier Café and Young's Beach Shack at Salt Creek Beach. From yoga and stargazing to outdoor adventures and immersion into the cultural fabric of Laguna Beach, The Ranch at Laguna Beach offers authentic California experiences for travelers and locals alike. The Ranch at Laguna Beach is a founding member of Beyond Green, a global portfolio of hotels and resorts exemplifying sustainability leadership.

About WillBo

WillBo is a lifestyle brand rooted in the American West, founded in California in 2021 by brothers Robbie and Will McNerny. The name began as something personal — Will was known as "Willbo" growing up, a nickname that stuck, joined over time by Robbie's middle name, Bowen. What started between brothers became something larger: a shared belief shaped by movement, creativity, sport and the landscapes of the West. Drawing inspiration from the Southwest to the shores of the Pacific, WillBo creates quality hats, apparel and goods for everyday wear — products designed with purpose, built to move through life and improve with age. Each piece is rooted in the culture of coastal California and the enduring spirit of the West, shaped by time on the course, in the water, along the trail and everywhere life and play intersect. With a flagship storefront in Laguna Beach and a location at Lido Marina Village in Newport Beach, WillBo has earned a loyal following as it grows into one of the most authentic rising lifestyle brands to come out of Southern California. For life and play, under Western skies.