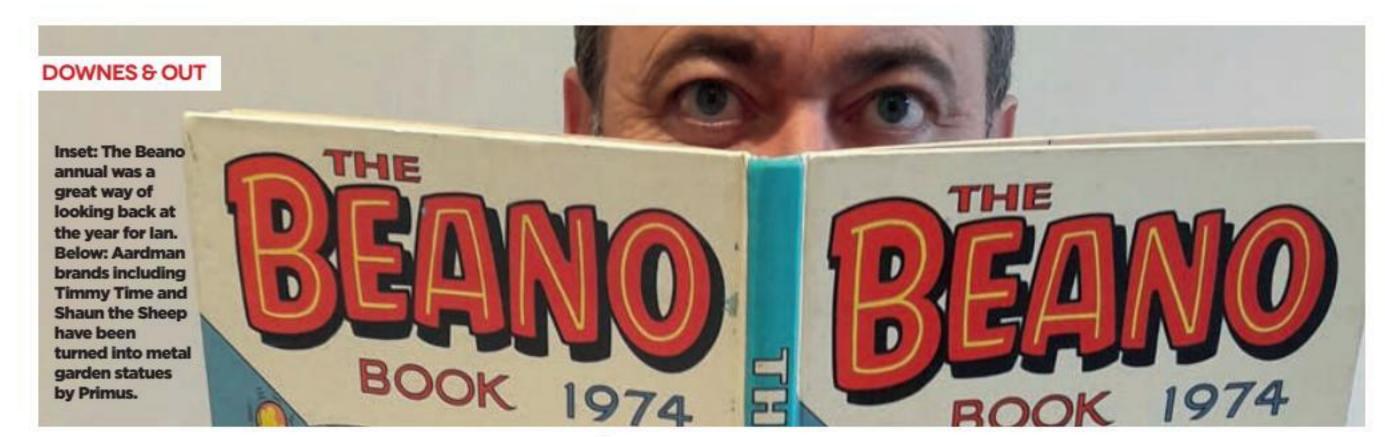
CENSING SOURCE BOOK EUROPE





A year of looking out

Start Licensing's Ian Downes takes a look back at 2017 through his Licensing Lookout lens, highlighting some of the key trends, events and products he's seen on his travels.



ack in the 70s when I was a youngster, the end of each year was marked by two real highlights for me: the **BBC Sports**Personality of the Year and getting my Beano and Tiger & Scorcher Annuals.

In those days, the programme and annual represented the 'best of' the year. In the case of BBC Sports Personality, it was the go to programme to see the year's sporting highlights.

One memorable moment for me was Red Rum appearing in the studio. Annuals featured popular characters and stories from that year's comics. With no internet, Wikipedia or iPlayer to refer to, these really were a way of looking back at the year.

In the spirit of nostalgia and as a nod to my pop culture memories, I thought it was appropriate to produce a Licensing Lookout Review of my 2017 highlights.

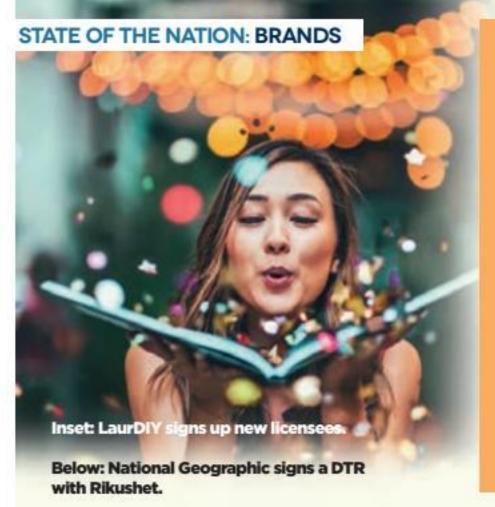
I write the Licensing
Lookout every week for
LicensingSource.net and try to
highlight licensing trends,
events and products that catch
my eye primarily in retail but in
the wider market. I try to capture
some of these moments on

camera - an activity that has lead to some odd chats with store managers!

A recurring subject has been the trend for 'licensing collabs' - where a licensed brand links up with a designer or popular brand to create a capsule collection. Recent examples include **Disney** and **Cath Kidston**, **My Little Pony** and **Moschino** and **Dr Martens** with the **Tate Gallery** using **William Blake's** art. Generally the rationale behind these partnerships seems to be to create consumer PR including social media chatter, testing the waters for new design and distribution, plus creating momentum to support the wider licensing

programme. Collabs
are not confined to the
fashion aisles. One
such was the link
between white goods
brand **Smeg** and
fashion brand **Dolce & Gabbana**. The range of
cabinet fridges were
genuinely disruptive

within a relatively staid category and it made a bold visual statement in the Smeg store I visited. Maybe the collab trailer needs to be hooked up to some new wagons in 2018.



A DIY Following

YouTube sensation Lauren Riihimaki, better known as **LaurDIY**, has a raft of new licensees creating a broad range of DIY craft supplies, tools and kits as well as finished products.

New licensees including Plaid Enterprises, Mattel, Cousin and C.R. Gibson, have developed licensed products to launch in stores in the US in autumn 2018, and will be supported by social media and other marketing, including in-store appearances. All of LaurDIY licensing has been managed by **The Brand Liaison**.

"My followers have been asking for LaurDIY merch for so long and I really wanted to find the right partners that would be able to produce unique products at a price point that my fans will embrace," explained Lauren. "Now with these incredible licensing partners, we have an entire collection of crafting tools and supplies, craft kits, jewelry, school supplies, and so much more, that will give everyone a piece of the LaurDIY lifestyle, without spending a fortune. Even my dog, Moosie, will make an appearance in the line."

NATIONAL GEOGRAPHIC

Israel-Bound For National Geographic

National Geographic has signed a DTR deal with Israel's leading outdoor retailer **Rikushet**, as part of the group's revitalised consumer products and licensing strategy within Europe and Africa.

The multi-year agreement, brokered by IMG, will see Rikushet develop a range of National Geographic-branded outdoor products, which will be available in the retailer's 55 Israel stores and online from the beginning of 2018.

The collection will comprise men's and women's apparel and accessories including down jackets, hats, gloves, trousers, vests and t-shirts; travel accessories including neck pillows, eye masks and TSA locks; and equipment including tents, sleeping bags, hiking poles and thermos flasks.

Lifebox Signs Marie Claire

Marie Claire, the beauty and fashion magazine, has partnered with wellbeing brand Lifebox, which will see the launch of its debut gift box.

The Marie Claire made by Lifebox, Winter Skin Edition - which is £36 - is a collection of healthy food and drink, ingredients, supplements and natural beauty products.

Products include Pukka teabags, Pip and Nut Almond Butter, Primrose's Kitchen Muesli, Leafy Kale Crisps, Potion London Beauty Formula and Better You Goodnight Spray to name just a few.

Justine Southall, md, fashion and beauty, Time Inc. UK, commented: "Our audience wants to feel great and look good, and we believe that the ability to do this, to feel confident and find her own success, is wrapped up with how we live and what we eat."

From 2 Wheels to 2 Feet

Brex has signed to create a new exclusive collection of **Vespa** footwear in a deal brokered by Global Icons.

The autumn/winter collection is initially available in retailers in London, Paris, Milan, Barcelona and Prague, before extending globally. Davide Zanolini, evp worldwide marketing and communication at Piaggio, commented: "We believe that the Vespa footwear range developed by BREX truly interprets the core values of brand: spontaneity, happiness and style."

Colour Counts

Research has revealed that a signature colour can increase brand recognition by 80%. But how many brands could you recognise from a colour palette alone?

In a survey of 2,648 consumers conducted by Reboot, consumers were shown different colours and asked to name the brand they represented. 91% of consumers were able to name at least one brand by hue alone.



Right: The Marie Claire Lifebox includes a variety of healthy living items.

St Pancras Celebrates 150 Years

St. Pancras International has started celebrating its 150th anniversary in style. The most recent development of its retail and licensing programme is the opening of a pop-up retail outlet to sell its new range of 150th anniversary products.

The programme kicked off last year with specialist online retailer Internova unveiling an online store featuring a range of prints, ceramics and apparel to appeal to the 30 million unique users of the station's website. Opened just in time for Christmas, the pop-up store - run by Event Merchandising - will be present in the middle of the station's concourse throughout 2018.

Adam Bass, director of licensing agency **Golden Goose**, which is managing the licensing and retail programme, said: "The 150th anniversary celebration will generate an unprecedented amount of attention for this much-loved architectural landmark and we are thrilled to have played our part in managing the creation of the anniversary product ranges and launch of the station's own retail outlets."



Science Museum Group Enterprises
(SCMG) and Carousel Calendars have
signed a three-year agreement for the
National Railway Museum's Vintage
Railway poster art licence, to be used to
create a 2019-dated range of calendars
and diaries.

The images, taken from the comprehensive National Railway Museum library, feature artwork from many well-known artists and display nostalgic and retro designs from the heyday of rail travel.

Carousel Calendars will be offering a broad range of 12 titles, available in familiar formats such as wire-o, slim and diary. It will include the popular Vintage Railway Posters title that contains images from around the whole of the UK, as well as regional products that cover Wales, Scotland, South of England, North West England, Yorkshire and East Anglia and more. The full collection will be available from early 2018.

Stationery Deal For Mini Moderns

January 2018 sees British interiors brand Mini Moderns enter a new product category with the launch of stationery and desk accessories. Working with stationery experts, Portico Designs, Mini Moderns has revisited some favourite patterns that have only previously been available as wallpaper.

Mini Moderns founders, Keith Stephenson and Mark Hampshire, feel that stationery products have a great synergy with their designs. "Everything we do starts life as a wallpaper design, so creating a range of largely paper-based products means that there's an instant synergy with our core home furnishing ranges," commented Mark.



Left: Carousel
Calendars signs
for National
Railway Museum.
Right: Pyramid is
to launch a range
of Beatles
stationery.



STATE OF THE NATION: BRANDS

Pyramid Selling For Beatles

Pyramid International will be creating a range of **Beatles** stationery after securing a deal with **Caroline Mickler**.

Launching in early 2018, a wide selection of stationery items is planned, including notebooks, storage boxes, tags, sticky notes, pin badges, pens and pencils. There will also be pen and pencil sets and cases, as well as multi-product gift sets.

All the items in the range will be illustrated with a variety of imagery, including covers and logos from the legendary **Sgt Pepper's Lonely Hearts Club Band, Yellow Submarine** and **Abbey Road**albums, as well as iconic photographs and artwork

associated with the world's most famous band.

Says Caroline Mickler on the range: "Beatles imagery is popular with fans of all ages and a number of instantly recognisable images have been beautifully adapted for this range. We are delighted with the Pyramid International range, which is original, attractive and, of course, practical and useful."

Left: Mini Moderns launches into stationery.



LICENSING



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The team behind LicensingSource.net has over fifty years experience in the licensing industry, and also own and organise The Licensing Awards, publish The Licensing Source Book Europe and an array of other market leading trade titles.

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ADVERTISING

Home comforts

Brands are everywhere in our homes - a quick look inside most households' front doors and you'll find a veritable pot pourri of brands; each of which tap into our psyche at some level. Brand licensing has a big part to play in this, of course, and in true estate agent style, we've taken a room-by-room tour to find the highlights.



The Bedroom and Beyond

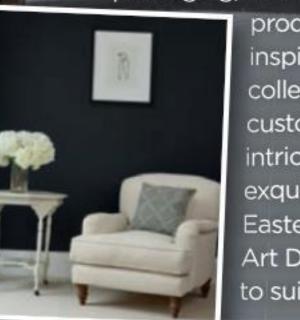
Consumers have an affinity with brands that provide experiences, and are more likely to be loyal to these brands, according to Lauren Sizeland, head of licensing and business development at the V&A.

The V&A Classic Collection of luxury interior paint allows homeowners to bring the palette of the Museum into their own home. Developed in close collaboration with Master Paintmakers, part of an international paint group, the Classic Collection uses the finest pigments to achieve the highest quality paint product available in its category.

"The product meets the exacting

standards of the Museum, such that it now features on the walls of the V&A's new Members' Room, the new shop and within the Grand Entrance," she says.

"The entire process is very collaborative, from deciding on the colour palette and materials to the product titles and even the detail of the packaging," Lauren adds, explaining the



product's journey. "Licensees are inspired by the rich and varied collections of the V&A, whether the customer is looking for beautifully intricate florals, geometric motifs, exquisite Asian, Indian and Middle Eastern artistry, or glamourous Art Deco patterns, there is something to suit every home."

Below: The kitchen was an obvious place for brand extensions for LEON.

Curb Appeal

When it comes to selling a home, first impressions count.
This is a fact that JCB is tapping into with the launch of its new



range of multi-surface exterior paint from licensee QXE Industries. The super tough JCB Paint, which is available in 12 distinct matt shades, has a water-based formula with high opacity and is mould, water and stain resistant. And how can you apply the paint? JCB has got that covered, too with a licensed range of tough decorating products from Harris Brushes including brushes and rollers.

Commenting on the appeal of a brand in this sector, Sam Johnson, general manager, worldwide licensing for JCB Consumer Products says: "In terms of exterior paint, when home owners visit their local DIY store or chain they are invariably faced with an aisle full of confusing messages from multiple brands, sometimes even across the same brand. The premise behind JCB paint is 'One Tough Paint. One Easy Choice'. The clear and no-nonsense approach to the JCB paint range and its packaging is designed to help consumers cut through to a paint that has all variety of uses covered."

QXE came to JCB a year ago having engineered a tough flame retardant paint for the industrial sector. Sam continues: "From this original formula, our range was developed with the same tough features but that could now be applied by brush, roller or spray. The unique and innovative 'Bag-in-a-tub' concept, along with the recyclable plastic tub ensures consumers can dispose of all the materials responsibly."

The Kitchen

"Launching cookware was the most obvious choice for the LEON brand," says Will Stewart from brand consultancy The Point.1888. "With five cook books already in the market and selling well, we thought that providing the



right cookware to make the recipes at home would be a hit with consumers. So far, we have been proved right," he affirms. The kitchen is a starting point for the LEON brand according to Will and an area where brands are prevalent already through electrical products.

The range brings you all the tools you need to eat well at home. Some help you to share food and other



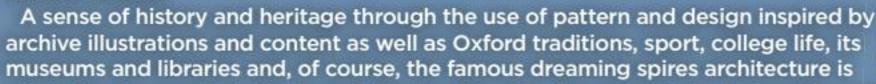
products help to store, pour, and explore and enjoy food. "The team at LEON are very passionate about their vision to help people eat better and so the extension into cookware was an obvious one. But not easy," Will reveals. "Having worked for John Lewis for over seven years I know the business well

and we identified the gap in credible brands for the cookware space. Celebrity chef ranges had been in decline for years as most consumers have worked out that Jamie Oliver doesn't cook with Tefal pans. We wanted to position food as central to the range and therefore partnering with LEON, one of the best healthy food brands in the UK made sense."

Will continues: "Every product has been scrutinised by one of the most demanding brands in the food arena and designed to meet the demands of the consumers for the UK's favourite retailer. Packaging has been designed with the same love and care. It has been incredibly intense. However, we wanted to develop a range that would last for five years. In hard goods it takes a lot of development and tooling to create something that stands out, but we are very proud over what has been delivered. On the back of the success we have now extended into tabletop products."

The Living Room

Famed for its exceptional halls of learning and steeped in history, Oxford University has spread its influence from the world of academia into licensing. But what is its appeal? "For Oxford, homeowners might relate to the brand because they have visited or 'experienced' it via literature and films," suggests Hannah Aspey of Oxford Limited.





what attracts people to the brand. "On the flip side, the present-day University and the subjects it teaches can also be the inspiration for surface pattern; for example maths equations and theory," Hannah adds. She explains that some licensees only ever have the intention of using the key brand elements – the belted crest, the colour palette or college and sports club shields – whereas for others the content that can be accessed from Oxford's diverse archives and collections is central to their interest. "A great example of the latter approach is our wallpaper licensee Paper Partnership who wanted to experience Oxford for themselves in order to interpret the brand with integrity," says Hannah. "Three years down the line, they are marketing their second volume of wallcoverings which feature collaborations with the Botanic Garden, the Oxford Mathematics Institute and the Bodleian Library."



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The Garage

While the VW has been seen in garages and on driveways up and down the country for decades, its appeal in the world of licensing extends way beyond its automotive roots.

"The VW brand is an obvious fit with toys and children's ride-ons, as well as gifting, which has been a particularly strong category in recent years as the Campervan and Beetle cars are so well suited for retro trends. In order to expand the brand, our focus has been on developing the lifestyle space," explains Sam Barker, senior licensing manager at licensing agency IMG.

Adult apparel has seen significant growth with Brand Alliance's VW collection, including t-shirts, hoodies and loungewear, now present in leading grocers and high street retailers such as Next and M&S. The success of this collection has resulted in new partnerships and extensions including beachwear and accessories with Wilton Bradley. This will help build VW in the outdoor lifestyle category, an area that has great synergies with the heritage given the adventurous nature of the Campervan.

Speaking of the brand's influence in the home, Sam adds: "The home is an environment where you can have fun, experiment and it tells visitors what you like.

Volkswagen brings back fond memories such as summer holidays, travelling experiences and weddings, which people like to surround themselves with. People are drawn to nostalgia, which exists in VW home products such as Ashley Wilde's VW bedding and Gorenje's retro VW fridge, which won the innovation award at The Licensing Awards in September. The fridge is fun, great quality and brings life into the kitchen, which is usually the heart of the home."

Above & left: VW has extended its influence throughout the home with products such as Ashley Wilde bedding and the Gorenje retro fridge.

Moving forward the brand has lifestyle categories in its sights such as outdoor, food gifting, footwear and eyewear, as well as building on the current VW product lines by extending its retail reach. "We want to start building VW as a destination in retail stores and have been working with the likes of Pull and Bear and FatFace on in-store experiences," Sam concludes.

The Garden

The RHS has successfully been putting down its roots as a leading garden brand for many years. As the world's largest gardening charity and a name associated with

Sweetcorn

◐

some of the most popular shows and gardens in the country, the brand brings "both credibility and a high level of brand awareness to our partners' garden products", according to licensing manager, Cathy Snow. "At the same time, however, a reputation based on more than 200 years in the forefront of its sector brings with it a clear

duty to manage brand extension with care. We are always aware of this and ensure that every garden product that we endorse or licence meets our high quality and environmental standards."

Some of the companies licensed to use the RHS brand (there are more than 50) include many familiar to gardeners and the gardening trade including names like Apta (pots and planters) and

Burgon and Ball (gardening tools). However, RHS-licensed and endorsed products extend to less specifically work-related items for the gardener, including gifts from Kimm and Miller, such as a chutney selection in a garden-shed-shaped box and a gardener's flask and teabag set, or the Burgon and Ball selection that includes umbrellas, trays and kneelers.

"But we have also signed many enthusiastic non-gardening-related partners who are attracted by the strength of the RHS brand and its associations with style and attractive artwork," points out Cathy. Thus, the RHS name today graces china, homeware, cushions, picnicware, stationery,

> toiletries, confectionery, scarves, dresses, bed linen, an awardnominated range of greeting cards and even craft gin.

"Quality is essential for all our licensed products - but especially gardening ones," she adds. "We are already securing additions to our interiors, food, gifting and gardening partners for 2018, a list that, you'll no

doubt notice, underlines both our strength in gardening and our continued extension of the brand into other categories."



Fashion UK had a great year in 2017, notching up award wins and significant success at retail. The acquisition of Global Licensing has further underlined its credentials within the apparel sector, while its focus on creative and trend forecasting has never been stronger. LSB catches

up with director Gurdev Mattu to find out more about the future plans.

LICENSING SOURCE BOOK EUROPE 2018

ashion UK certainly enjoyed a successful 2017, buoyed by investment in the business and solid growth in Europe.

> As well as top selling product featuring licences such as Minecraft and Pokémon, plus brands from Disney and Warner Bros., the apparel licensee achieved recognition

> > from the industry as it scooped a brace

> > > of awards: Best

Children's Apparel Range at The Licensing Awards and **Best Brand Licensed** Children's Range at the Brand & Lifestyle Licensing Awards. On top of this, the acquisition of London-based

apparel specialist Global Licensing was revealed in June, giving Fashion UK yet another string to its not inconsiderable bow.

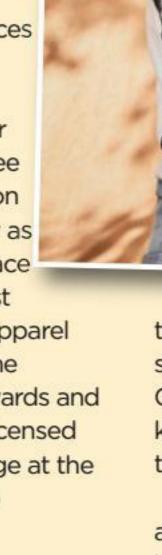
Gurdev Mattu, director of Fashion UK, explains to LSB: "We saw that a lot of our brand values synchronised with those of Global Licensing and

> knew that joining the two together would create a stronger team and offering.

"We're always keen to grow and acquiring Global Licensing has allowed us to do that in a really interesting way. We've been able to utilise the combined expertise of our teams to break into new markets and expand geographically. We're really looking forward to our continued development as a whole entity."

Fashion UK prides itself on its strong creative, and the addition of Global Licensing looks set to strengthen this part of the business even further. Gurdev is understandably keen that the company keeps up its good reputation of not just following trends, but leading on them.

"Many licensors and retailers now see our creative as being the best in the industry," he says. "We have made significant investment in trend forecasting and marrying this up with upcoming





2018 highlights

Gurdev believes that a number of brands in Fashion UK's portfolio have a strong year ahead. "Ben 10 and Hatchimals are two exciting opportunities that have arisen for us over the past six months," he says. "We have high hopes that with the solid brand and marketing plans that are in place, they will continue to build and make more appearances.

"The Marvel Universe also has a particularly strong year ahead with the release of Black Panther approaching in February, Avengers: Infinity War in April, Ant-Man and The Wasp in July and a currently untitled Animated Spider-Man movie towards the end of the year. Fans and children will be engaged into the Universe throughout the year."

Gurdev continues: "That said, we believe we have a strong overall portfolio that will present

a lot of opportunities in 2018. There were also a couple of new brands that emerged in the tail end of 2017 that we are monitoring closely and it will be exciting to see where they lead in 2018."

> Above, right & far left: Pokémon, Mickey Mouse

and Dinosaur Roar are just some of the brands in the

licences to ensure we are producing products that are relevant yet individual. Trends have to be applied sympathetically; we encourage our designers to create products that they consider to be well designed, not just of the moment.

"There's no benefit in trying to force a trend into a licence and it can sometimes be a challenge to get the balance right. However, we are

very excited about what we have planned for the next four seasons."

Hawaiian and tropical are on Fashion UK's radar as trends which will be big for spring/summer 2018, as well as athleisure in sportswear. Gurdev adds: "Thanks to the new Star Wars release, space print and sequins are making a comeback and as always, music and retro is another top trend to watch."

Gurdev is quick to praise his colleagues for the success Fashion UK has enjoyed, saying the strength of the team has played a vital part in the company's growth. It also works closely with local universities to help develop new talent through setting diverse projects and offering internships. "This helps us to spot potential local talent and add creative

individuals to our team who can bring new ideas to our work," Gurdev says.

Going forward, Gurdev recognises that there is ever increasing competition, especially, he remarks, with licensors offering multiple deals and DTR licences to retailers.

He continues: "With stiff competition, it comes down to the effectiveness of your sourcing and service to the customer. We have a robust strategy in place for growth, driven by our unique creative and design department, that will allow us to get ahead in the market."

As well as the current unknown of Brexit, plus the industry-wide challenges of margins and lead times, Gurdev also believes that, as a sector, addressing how deeper analysis into why licences may not have performed as planned is needed. "Time is precious to all," he explains, "but it is too easy for retailers to move from one licence to the next if one doesn't work out. A lot could be learnt to tweak the product recipe, but it requires brand owners and licensees working together to make a stronger offering to the consumer and achieve a better sell-through."

> Looking further into 2018, continued investment in both staff and innovation is on the cards. "Our innovation

> > department has been working to develop an exciting range in collaboration with a wearable tech company which is very exciting," Gurdev teases. Longer term, Gurdev says

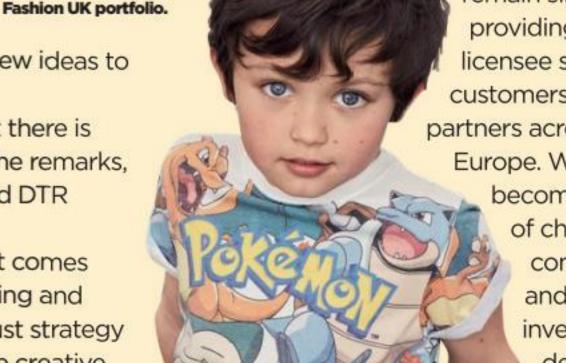
that the company's aspirations remain simple, but clear: "We are pleased to be very much on target for meeting our five-year growth

plan. Our aspirations remain simple but clear in providing the best licensee service to our customers and brand partners across the whole of Europe. We also hope to

> become an employer investing into the development of our current design team."

of choice for up and coming designers and will be further

LICENSING SOURCE BOOK EUROPE 2018



Another Licensing Lookout highlight has been the growth in personalised products with companies such as Moonpig, Signature Gifts and Personalised Memento Company using licensing really effectively

to create some compelling personalised product ranges and taking advantage of new technology to reach consumers in a cost effective way.

Signature Gifts' personalised Ladybird Books and Beano annuals are great gift items with a unique appeal. Personalised Memento Company has created strong ranges of gift lines for properties such as Rachael Hale and is able to tailor its consumer offers to specific consumer groups in this case pet owners and animal lovers. I see more scope for licensing and personalisation.

I have also seen more activity and success from licensed properties derived from the heritage sector. The V&A is at the forefront of this, but museums such as the Imperial War Museum and the Science Museum are ever more active in licensing. There also seems to be a much wider acceptance of the commercial viability of properties from the gaming sector.

The one thing holding this category back seems to be the awareness of licensees - as many licensees

aren't games players there is still a slight barrier to overcome, but it seems gaming based IP is now an accepted category to consider new properties from. My visit to Comic Con at Excel confirmed the appeal of gaming properties and also how properties can be sold directly to fans at events like this provided the products are authentic, on brand and represent the property responsibly.



Above: Smeg's collaboration with Dolce & Gabbana was certainly eyecatching. **Below: Personalised Memento Company** has created gift lines for brands including Rachael Hale.



Finally, another trend to make it into my fantasy Licensing Lookout Annual is what I think has been the very positive trend for a real improvement in the quality of design deployed in licensing these days.

> Gone are the days of a simplistic label slapping approach to licensing design and product development. Rights owners recognise the value and potential that contemporary, on trend and good quality design gives them. It helps sell their property to licensees, retailers and consumers. It can also help protect or grow margins.

Often properties will have two or three style guide or design refreshments each year, with some detailed thought given to supplying different retailers with unique designs.

Gifting is a great example of this with companies such as Paladone, Gift Republic, Lagoon, Half Moon Bay and Wild & Wolf working with rights holders to grow and extend ranges with really creative new product development and design refreshment. A range that exemplifies this is Wild & Wolf's Ted Baker product range. This is a range that has been well nurtured and has grown with success built on solid design foundations coupled with

well-developed distribution. A licensed product should be inspired by the character or brand, but

Green fingered licensing

Retail is getting ever more crowded and it is difficult to get traction, especially with new or diverse properties. With this thought in mind I have been particularly keen to see examples of licensing in new retail channels for licensed products. A good example is the growth in garden centre distribution for licensed products.

In my own work I have been pleased with the success for new to licensing company Primus and its Shaun the Sheep and Timmy Time metal garden statues; a product developed specifically for gardens and garden centres. Promoted at the garden trade show Glee by Primus, supported by an appearance by Shaun himself, the product has been well received and is selling in well. This is an example of licensing being more retail savvy and focused, creating products for specific retail channels. Related to this is the success of companies like Gardman with licensed products such as Marie Curie Daffodil and Royal British Legion Poppy bird feeders.

The Royal Horticultural Society has also done a great job of cultivating garden centre distribution with a focused product range tailored to the market sector and consumer demand.

not 100% relying on it - licensing can be enhanced by good design and innovation.

While we are unlikely to see a racehorse welcomed into a TV studio these days, I think I can look forward to another busy year of Looking Out licensing is definitely getting better at design, product development and distribution.

Now all I need to do is to get better at taking photos in shops to do these changes justice.



A feast of sporting entertainment Above: All Blacks are strong on and off the pitch. Below: Tu is building its sport lifestyle offering.

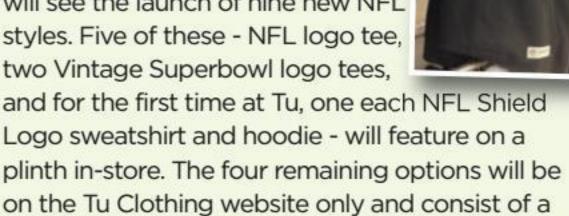
What a year 2018 is shaping up to be! The football world turns its eye to this summer's FIFA World Cup in Russia, while the rugby world is starting to get excited about the opportunities on offer at its own RWC World Cup in 2019. Throw in new sports brands entering the licensing market and there's a lot to talk about. LSB casts its eye over some of the key activity.

Tu continues the sporting theme

Sainsbury's continues to build on the success of its sporting lifestyle ranges, with the launch of new

collections from National Football League and Admiral.

Sainsbury's is the only supermarket retailer that offers official NFL licensed product and, ahead of Superbowl 2018, January will see the launch of nine new NFL styles. Five of these - NFL logo tee, two Vintage Superbowl logo tees,



In addition and available online and in 150 stores,

Fiji ready for licensing scrum

selection of team logo sweatshirts.

VBM has been representing Fiji Rugby since early 2017. Reflecting growing international success, a number of international licensees are already in place including ISC (apparel), Gilbert Rugby (supporter apparel), PlayStation and Xbox (video games).

All Blacks shows global aspirations

The New Zealand All Blacks rugby team has long since been regarded as the best in the world and now, global licensing agent VBM NZ, is planning to grow the licensing programme.

VBM NZ is the exclusive agent for all product categories excluding those granted to adidas, the official partner of NZ Rugby.

With 365,000 members of the supporters club Team All Blacks and 4.4 million Facebook fans, the All Blacks is a truly global brand - 70% of its Facebook fans are from outside New Zealand.

From a licensing perspective, the All Blacks has 70 licensees globally in New Zealand Australia, Sri Lanka, Fiji, US and here in Europe, a key target for VBM NZ, France. Harriet Anderson, licensing executive at VBM NZ, advises that the brand is currently in a period of licensee renewal and that new product will soon be seen across the globe. "We are seeking partners in key territories for a wide array of products - from high-end luxury to those at everyday price points enabling fans of all ages to engage with the power of the All Blacks brand," she said. New product already confirmed locally includes, for the first time, a trading card set featuring All Blacks, Black Ferns, Maori All Blacks, All Black Sevens, Black Fern Sevens and Super Rugby teams. New additions to the licensing programme include an All Blacks birth certificate and personalised number plates.

In Europe, reflecting the lifestyle appeal of the All Blacks, products include watches and fashion accessories from SMB; hygiene products from Corania; back to school with La Plume Dorée; and lingerie from Textiss. Playing to the strength of the team, Homiris Security is using the All Blacks brand above the line to promote its security system as being 'As Strong as the All Blacks'.

February and May 2018 sees the launch of new spring/summer Admiral Retro and Gold products. Textured knitwear, shirts and polos form the basis of the February range while, in time for high season, shorts will be added. The remaining four items - team logo sweatshirts - will be available only on the Tu Clothing website.

Topps marks 25 years of the

Premier League

To celebrate the 25th edition of the **Official Merlin** sticker collection, **Topps** is offering sports fans the chance to get their hands on some very special instant win prizes. Topps is giving away 2,500 prizes signed by some of the biggest stars to ever grace the Premier League.



Above: Topps is looking to score with its instant win prizes.

BAWBAGS

In total, an estimated **27,000,000** collectors have eagerly ripped open paper packets in search of their football heroes since Merlin first published the Premier League collection in 1994. To show its appreciation, Topps is giving back to avid collectors and football fans with this once in a lifetime opportunity.

Rod Pearson,
marketing director for
Topps, said: "We're really
excited for the upcoming
release of our Premier
League sticker
collection; it's great we
are able to celebrate 25
fantastic years of
Premier League history.
All our prizes have been
personally hand-signed

by some of the greatest footballers to ever play in the Premier League. It's a real who's-who of the history of the Premier League covering the likes of Alan Shearer, Didier Drogba and Frank Lampard."



Manchester City joins Merchmaker team

The **Evode Group** has announced its acquisition of a global licence for a range of **Manchester City** print on demand, personalised products.

As part of the agreement, **Merchmaker** will be offering personalised and customised products covering apparel, accessories, homeware and gifting.

Kim Rowles, retail and licensing executive at Man City, said: "The print on demand business is an exciting model that offers many benefits to brand owners. The Evode Group are leaders in the development of this business in the UK and internationally and we're delighted to be partnering with them for this range of products".

Left: Initial sales of the Bawbags line have been promising.

Scottish FA goes undercover

The Scottish FA has announced the launch of branded underwear. Steven Romeo, head of retail advises that one of its new licensees, Bawbags, has worked in conjunction with the Scottish FA to create a range of fun, branded underwear.

"Our fans have embraced this new range and initial sales have been extremely promising. I am delighted to add Bawbags to the ever-growing Scottish FA licensee portfolio," Steven commented.

Colin Reid, director at Bawbags, is equally excited, saying: "We are super excited to be working with the Scotland National Team and look forward to a

successful relationship for many years to come. We have been very pleased with the reaction to the three styles of Bawbags underwear we have launched."

Below: A raft of new Juventus product will launch in 2018.

Juventus expands global presence

Juventus is expanding its global presence with a range of new licensed product collections in Japan, China and Australia.

IMG, Juventus' licensing representative in Asian territories, Australia and New Zealand has brokered the deals and will add apparel, gadgets, car accessories and luggage product categories already in the market.

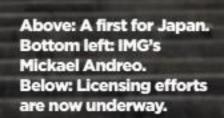
In addition to an exclusive branded luggage collection and apparel lines already in market in China, two new apparel collections will be available in Japan by the beginning of 2018. One will feature animated Juventus illustrations, while the other will consist of specially designed jackets, shirts, sweatshirts and polo shirts.

The brand is also set to launch car accessories including seat covers, cushions and sun shades in Japan, as well as game cards, phone cases, keychains, wallets and mugs. Juventus products are available on major e-commerce platforms, such as VIP.com, and in popular multi-brand stores in select shopping malls.





World Rugby has appointed IMG to manage the global licensing and merchandising rights for the next two Rugby World Cups and its other tournaments. The long-term partnership encompasses the Rugby World Cup 2019 and 2023 as a primary focus, as well as the Women's Rugby World Cup, World Rugby U20 Championship and the World Rugby brand. With Rugby World Cup making its eagerly anticipated Asian debut in Japan next year, Mickael Andreo, vice president, IMG Licensing, provides an insight into the programme's development.



Can you provide background information and interesting/key stats about the Rugby World Cup?

The Rugby World Cup is one of the world's largest, most recognisable and best-loved major sports events. It has consistently grown in size, coverage and scope since it began in 1987, and is set to break new frontiers as it makes its Asian debut in Japan in 2019. The world's top 20 national teams will play in 48 matches

the right to lift the iconic Webb Ellis Cup and be crowned world champions.

WORLD CUP™

JAPAN日本2019

LICENSING

The quadrennial international tournament has greatly raised rugby's profile as the sport continues to experience unprecedented growth across male, female and youth

participation. Rugby World Cup 2015 in England was the most watched, bestattended and digitallyconsumed rugby event of all time, achieving its highest ever TV audience during the Japan v Samoa match (25.3 million viewers) in Brighton. The tournament's debut in Asia in 2019 will create new opportunities for the sport, opening the game up to new markets, ideas and participants in the world's most populous region.

The tournament is now a little under two years away; how do you start planning for the licensing programme?

The first stage of planning for the licensing programme is to develop the graphics and style guide and then we begin speaking to all licensee and retailer partners. Initially, we focus on the key categories that form the programme structure and this will allow us to better segment the rights for the rest of the business.

In the past, Rugby World Cup licensing has been developed as a stop and start tournament programme. The licensing and merchandising was driven around the event and then everything stopped as soon as the tournament did. While the individual tournaments will continue to be a focus and there will be peaks in the programme, our new partnership allows us to create a thread of continuity for World Rugby in between major programme milestones such as Rugby World Cup.

What will be the core product categories?

IMG will target both core category and creative licensees to design, produce and distribute ranges of apparel, fan, lifestyle and leisure products to be sold in the host market and leading international markets. We will aim to deliver an exciting and attractive range of products for fans of all ages, from official apparel and memorabilia merchandise to video and interactive games.

What is the timeline?

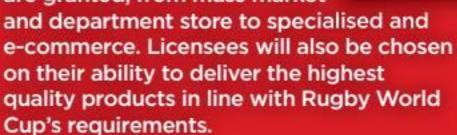
Japan will go to retail first for main categories before all other countries, with all market's coming into retail in 2019.

Do you intend to partner with any retailer exclusively for certain product categories?

We will be appointing various direct to retail partners, as well as official retailers that will be granted access to more rights and exclusivities.

What criteria will you be using to select licensing partners?

We are selecting licensing partners based on their ability to maximise distribution of official licensed products at retail level to create optimal reach and access to consumers. We want to ensure they will use every distribution channel that they are granted, from mass market



Have you concluded any licensing deals?

To start, we are focusing on the main areas that will form the structure of the programme such as apparel, retail partners and merchandising. We are delighted with the huge level of interest we have received so far and have been taking the time to assess which partner will deliver best in these categories.



What are the core territories or is this a truly global programme?

Globally, rugby is experiencing its most exciting period

ever, with Rugby Sevens having marked the sport's return to the Olympics in Rio in 2016, Rugby World Cup making its Asian debut in 2019 and the men's, women's and junior game witnessing phenomenal growth. As such, this will be a global licensing programme. The programme will be particularly strong where there is big excitement in rugby's traditional markets such as the UK, Ireland, France, Italy, Australia, New Zealand, South Africa, Argentina and Japan as the host country. There is also huge potential in other markets where rugby is an incredibly fast-growing sport such as Canada, Asia, Eastern Europe and the US, where it is the fastest-growing team sport.

Led from our offices in London, Paris and Tokyo, we will be making full use of IMG's international network to develop an extensive licensing programme that captures the excitement of the tournament, and supports the continued growth and promotion of the game.

What are the core territories or is

Below: Targeting traditional markets.



What are the next steps?

Once we have structured the programme with our main partners, we will go after the distribution to make sure everyone is aware that Rugby World Cup 2019 is coming.

Above centre: Coming together in Japan.

Right: Looking for core category partners.



New to the team sheet

Est 1882

orinthian FC was founded in 1882 and is considered the world's first iconic football club - footballing missionaries credited with popularising the beautiful game around the globe.

The Point.1888 is representing the brand and managing director, Will Stewart, thinks now is the perfect time to build a licensing programme.

He tells LSB: "The football industry is huge, with over two billion fans globally. Club support remains stronger than ever but club football brands are so tribal that it limits the opportunity for football brands to sell well in retail." Corinthian,

however, in Will's mind, is a major opportunity in the heritage/designer/football market. "Corinthian is a beautiful heritage brand that focuses on the positive aspects of sport."

Being non-tribal, it appeals to a wide fan base including non football fans who are still likely to be passionate about the provenance of the brand, explains Will. "The world's most successful brands are built on the romance and theatre of storytelling, and the Corinthian story is a belter."

Will thinks that **Corinthian** will appeal to anyone who loves the beautiful game and anyone who loves sport that is played the right way, for the love of it. There is a big focus on dads and sons at the

moment and appealing to them both in different ways. He continues: "A lot of dads will know the brand or at least fall in love

with it, as we all have here at The Point.1888." Indeed, any dad that has a son can relate to them kicking their first ball. "As a dad myself I want my boy to have some amazing role models in football that he can look up to. The Corinthians were the Harlem Globetrotters of their day, they played with the right spirit and so many of them have heroic stories that most people will be interested in."

In terms of licensing, apparel will be key as the brand currently has its roots in menswear. The Point.1888 will also be focusing on some typical football partnerships in the paper categories, cards, calendars, games and sticker books. Beyond that, thinks Will, men's grooming, accessories, luggage and publishing will be the priorities.

Will explains that at retail, the core lifestyle brand in apparel is premium currently. However, the brand has to be accessible to as wide an audience as possible in the mid, as well as premium channels: "As with all the brands we manage we are not in a rush -Corinthian started in 1882 and is not going away."

The World Cup will create a lot of noise in the summer and Will would like to see the first products to market for then. However, as the brand is more about the spirit and lifestyle of fair play in sport and football in general, it does not have to be tied to any one particular event. Indeed, there is a Corinthians movie release in the summer. "This gives us a great opportunity for consumers to understand the brand and so, planning ahead, AW18 and SS19 will be the

key seasons for licensed product to be available at retail," concludes Will.

In contrast, the FIA Formula E

Championship is the electric street racing series and the world's first fully electric international single-seater category in motorsport. The inaugural season of Formula

E sparked into life in September 2014 and now, the fourth edition of the FIA Formula E Championship will see ten teams and 20 drivers compete in 11 cities spanning five continents.

Stephanie Freeman, head of licensing at TSBA, the

global licensing agency for Formula E thinks that it is changing motorsport, the automotive industry and the way the world views sustainability; doing this at the same time as delivering a world class, accessible, global entertainment race series. With this in mind, Stephanie thinks that the brand has much to offer today's licensing industry.

She explains: "With a world obsessed

licensees an opportunity to showcase their best in class products, similar to that of the car manufacturers now involved with the race series."

Formula E has a broad appeal. Fans and enthusiasts of motorsport will be a key market, however the true DNA behind the brand will allow additional and potentially unorthodox followers to be included in the appeal. On average, a Formula E race holds a capacity of 30,000 people and so "city racing allows for something more engaging and encompassing than those held at circuits,

> allowing retailers within those cities to fully support and gain from the brand appearing on their door step," thinks Stephanie.

In terms of product, Stephanie points out that global opportunities exist to join the fastest growing sports brand on

earth across all categories with an initial focus on gaming, toys, clothing, automotive and technological products. "As the races are held in major global cities, high street retailers will be a core focus since the race will literally pass their front door," she says.

> Stephanie is now focusing on the fifth season - which started in December 2017 - of Formula E to capitalise on the launch of licensed products. "With exciting changes set to take place and more global car manufacturers signing up, autumn/winter 2018 will be a great launch platform for the series in licensing," she concludes.



FORMULA-E





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The eyes of the football world will be turning to Russia in the summer for the 21st FIFA World Cup™. The licensing and retail programme has become an integral element of the overall marketing philosophy that surrounds the promotion of this global event. LSB chatted to FIFA, the international governing body of football, to see what fans can look forward to.

ith the ultimate objective to serve fans and maximise their event experience, the licensing programme for 2018 FIFA World Cup™ has been developing a range of products allowing fans to get a piece of the action and to keep memories that will last beyond the event.

This is a global objective for FIFA. Resources and expertise are being dedicated to working closely with licensees and retailers in specific regions to develop product lines that appeal to a wide audience, offering products through different retail channels worldwide, including the Official FIFA Online Store. In addition, FIFA wants to build excitement for the tournament, both in the host country and globally.

and retail programme will offer a wide product range of event branded souvenirs, including an official mascot 'Zabivaka' product range, official trophy products, country specific fan items and products from FIFA partners, such as adidas. In addition, bags, balls, apparel, headwear, footwear, plush, toys and games, souvenir and novelty items, stationery, publications and the Official Match Programme products will also be contributing to the local cultural experience in and outside of the stadiums.

Several retailers have direct to retail rights and will produce exclusive official FIFA World Cup product ranges. FIFA's objective is to work with the best retailers in the different key regions and there will be collaborations with most of the well-known key retailers worldwide including department, sports

In addition, licensees will ensure that there is a wide range of product designs available in the different markets and distribution channels.

A tailor made product range, combining adidas

and fashion stores.

branded products and white label FWC products, will be available on-site in all 12 2018 FIFA World Cup stadiums and at the 2018 FIFA Fan Fests. In total, FIFA expects to have more than 100 agreements worldwide and close to 50% in the host country, Russia. The aim is to collaborate

with the best licensees and retailers in all key regions, in order to have experienced experts on board that know best their markets.

Official shops of the FIFA World Cup™ are opening in key host cities in Russia before the tournament and many more will follow in the build-up to the 2018 FIFA World Cup™, in Russia and many other key territories around the world. The first official stores opened their doors in Russia in December last year.

Art works

Plumped up

We Love Cushions has extended its licensed roster, securing a deal with the Warner Textile Archive.

The collection comprises over 100,000 textiles and paper designs, as well as original printing blocks, photographs and other documentary material from Warner & Sons from the late 1800s.

The archive will be shown across a variety of cushion collections, responding to both current trends and also acting as inspirational platform for the interiors sector.

The initial designs will span the following themes: Monochrome, Heartwood, Tropical Thunder and

Katie Martin, product and marketing officer at Warner Textile Archive, said: "We are delighted to be working with We Love Cushions on such an exciting range.

"This new collaboration will allow some of our most striking designs to be available for the interiors sector on a beautiful range of cushions that are accessible to all."

Right: Tropical Thunder is one of the initial themes.



This year's art and design licensing show, Surtex, is taking shape, with the organiser confirming a number of changes to LSB.

The 2018 event will once again be co-located with the National Stationery Show and the International Contemporary Furniture Fair at the Jacob K Javits Center in New York, and will run from May 20-22.

Randi Mohr, Emerald Expositions vp and group show director for Surtex, told LSB that the show will move to level one, providing attendees and exhibitors with easier access to both events and special programmes.

Randi said: "To date more than 100 exhibitors artists, designers and design studios - are committed to the 2018 event and we expect that number to exceed 200 in May at show time. Of the 100, 20 are new and participating in Surtex for the first time this year." Randi explains that some new artists and studios have been brought in, broadening the scope of design styles presented.

In addition, The Boulevard - which is a shared aisle between the NSS and Surtex show floors will be a new feature area. The Theatre on Boulevard, Social Media Lounge and a number of other happenings and special events will take place there.

On top of this, the Art & Brand Licensing, Atelier, Design District and ReSource Hub areas will all return.

Trio for Art Ask Agency

Barcelona-based Art Ask Agency has secured deals with gift and accessories licensee Groovy UK for a trio of its brands.

The company will now develop a wide range of products for Jimmy the Bull, Frida Kahlo and Brandalised.

Categories will include kitchenware, home, accessories, stationery, ceramics and bags.

Groovy UK already boasts a healthy portfolio of licences including Star Wars, Harry Potter, Assassins Creed and Batman among others.

Right: Jimmy the Bull has joined Groovy's portfolio.



It's a New Year and the licensing industry is already off to a strong start, with numerous deals, licensee signings, collaborations and launches being revealed. LSB takes a look at some of the corporate news.



Made with Crystals from Swarovski®

Business matters

Inset: Chic & Love incorporates
Swarovski crystals into many
of its collections.
Below: A wide variety of
product is available on the
Cartoon Network By Me site.

Chic & Love UK bound

New fashion and accessories brand **Chic & Love** is heading to the UK, with **Licensing Link Europe** on board to manage the property.

The agency will handle the UK licensing on behalf of the brand licensor, **Consumer Product Connection** of Spain.

The Chic & Love brand focuses on 'affordable luxury' and incorporates Swarovski crystals into many of its collections.

The first product launch has been a pan-European deal with **Miquel Rius**, with the range including notebooks, wallets, backpacks, toiletry bags, pencil cases and mugs.

Other categories under consideration or in development are health and beauty, greeting cards, smartphone covers, mugs, scented candles, watches, jewellery, apparel, lingerie, footwear, umbrellas, tech accessories, decorations, bed linen, handbags and suitcases.

Early Man and DFS team up

Aardman and **StudioCanal** teamed up with **DFS** for a special New Year campaign starring characters from the upcoming **Early Man**.

Characters from the prehistoric comedy adventure feature in the retailer's Winter Sale campaign.

The new ad - Search for Comfort - was created by Krow Communications and features members of Early Man's Stone Age tribe, an era devoid of creature comforts, discovering true comfort for the very first time on DFS sofas to promote the retailer's Mammoth Winter Sale.

The personal touch

Cartoon Network has teamed up with Watermelon to launch its first print on demand online product store in the UK.

Called Cartoon Network By Me, the site features

product collections across
the company's portfolio such
as Ben 10, The Powerpuff
Girls, Adventure Time, The
Amazing World of Gumball,
Steven Universe and
Dexter's Laboratory.

Customers can choose from a wide selection of branded cross-category products including apparel, gifts, stationery, homewares

and tech accessories that can be customised with a name or slogan.







V&A expands in Asia

The V&A Museum has underlined its activity across the Asian market, demonstrating the international appeal of the brand.

The V&A has recently appointed Alfilo Brands as its exclusive agent in Greater China to build brand awareness and develop new licensing opportunities in the market (see page 99).

Meanwhile, following the success of a debut collection in 2016, Wonu has launched a new range of bedding exclusive to the South Korean market.

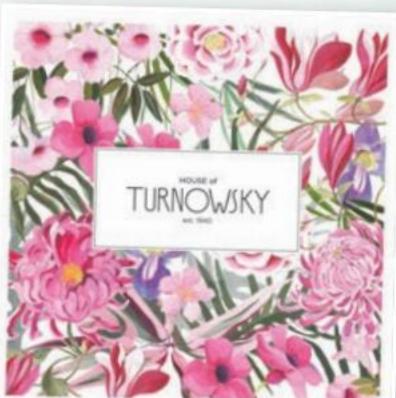
Moving into Japan, and retailer Kaientai has revealed a range of V&A-inspired umbrellas and parasols for spring/summer 2018. The licence expands the V&A into a new category in Japan and is due to launch in March 2018.

On top of the new product deals, the V&A has also been working in collaboration with China Merchants Shekou to support its plan to develop an ambitious new design hub in China.

The new institution - Design Society - will be located in the Seaworld Culture and Art Centre and includes a dedicated gallery, with the inaugural exhibition Values of Design featuring objects from across the V&A's collections.

House rules

The **House of Turnowsky** has designs on the US marketplace, appointing **Brand Squared Licensing** to act as its exclusive agent in the territory. It also already appointed **JELC** to represent the



Above: The House of Turnowsky is

set to up its licensing in the US.

design-led
brand in the UK.
Brand Squared
Licensing will
now look to
further build the
brand in the US
- American

- American
Greetings is
already on board
as a licensee in
the region.

The House of

Turnowsky unveiled a new concept showcase at

Brand Licensing Europe last year under the banner of '**Style is Forever**', inviting manufacturers, retailers and brands to discover its new collections and image archive spanning almost 80 years of luxury design heritage.

The iconic design house is focusing on categories such as bed/bath, home, fashion accessories and gifting, across different consumer demographics. Each season, House of Turnowsky develops new designs based on primary, global trend analysis, for potential licensees to choose from.

Hitting the trail

The third major Aardman and The Grand Appeal arts trail is set to take place this year – and it will be the first sculpture trail in the world to feature three licensed characters.

Returning to Bristol for his second starring role in the Bristol Children's Hospital charity's 2018 trail will be **Gromit**. And this time he will be joined by **Wallace** and arch nemesis, **Feathers McGraw**.

The public art trail featuring over 60 giant sculptures will appear in Bristol from Monday July 2 until Sunday September 2, 2018, raising money for Bristol Children's Hospital and the Special Care Baby Unit at St Michael's Hospital.

Nicola Masters, director of Wallace & Gromit's Grand Appeal, said: "We've been blown away by public support from across the country and around the world.

"Gromit is so well loved and has universal appeal, and since our inaugural feature a trio of trail in 2013, he has gone on to help us raise over £6 million for Bristol Children's Hospital.

"Wallace and Gromit have played a huge part in our 22-year history as a charity, and it's wonderful to have them both join us for our next fundraising adventure, with super villain and pesky penguin-in-disguise Feathers coming along for the ride."



Above: The latest Aardman arts trail will feature a trio of characters.

Below: Elephant Parade works in aid of elephant conservation.

Elephant in the room

Sanrio has teamed up with Elephant Parade – the social enterprise which works in aid of elephant conservation – to create the first ever collaborative art piece; a 1.5-metre baby elephant statue with a sitting Hello Kitty on top.

The popular character joins Elephant Parade's

family of over 1,500 elephant designs to raise awareness and funds for elephant conservation. In addition to the life-size art piece, a range of elephant replicas will be produced to celebrate the partnership.

The miniature collection consists of ten new designs for sale, with 20% of Elephant Parade's net profit going toward vital elephant conservation projects run by their charity partner, Elephant Family.



Below: Honmoku File will handle Deer Little Forest in Japan.

Deer Little Forest heads to Japan

Koko Rose Media has expanded the art and lifestyle brand Deer Little Forest into Japan, securing a partnership with Japanese brand agency Honmoku File.

The deal will see the company introduce Deer Little Forest - created by **Jo Rose** - in Japan as a long-term property across licensing

and publishing.

The campaign will kick off in 2018 by establishing a publishing strategy to develop locally adapted book concepts (picture book, arts and crafts, activity books, etc).

This will be followed by partnerships with department stores, textile companies and apparel companies, plus a major launch of the brand at Licensing Expo Japan 2018.



Lifestyle fashion brand **Oasis** has teamed with fabric and wallcovering specialist **Clarke & Clarke** to produce a range of products featuring signature Oasis designs for the home including bedding, curtains, accessories and wallpaper.

The first products will launch online at **Next** this winter, and online at Oasis and in other retailers from spring 2018 as part of Oasis' ambitious licensing programme.

The Oasis Home products have been developed under licence by brand licensing specialist Golden Goose.

Right: The first Clarke & Clarke products will launch in Next.

Bottom right: The prints combine song lyrics and artistic design.



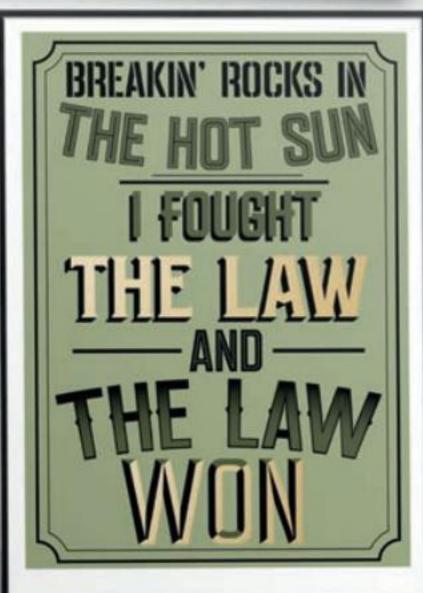
Pop art

The It's Pop It's Art brand has created a new line of prints combining famous song lyrics and artistic design.

Working with Sony ATV, nine designs have been launched - made in conjunction with artists Studio Moross, Jody Barton and Alex May Hughes.

These are: Ace of Spades, Motörhead; Son of A
Preacher Man, Dusty Springfield; Our House, Madness; All
You Need Is Love, The Beatles; Girls Just Wanna Have
Fun, Cyndi Lauper; Last Night A DJ Saved My Life,
Indeep; What's Goin' On, Marvin Gaye; Super Freak, Rick
James; and I Fought The Law, The Clash.

Initially, the posters will lead the way and as these grow in popularity there will be a chance to move the artistic designs onto other licensing opportunities, Sony ATV's Bruce New explained.



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- 22nd May to 24th May 2018

Brand Licensing Europe, London

- 9th to 11th October 2018

Dubai International Licensing Fair

- October 2018 - Dates TBA

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Licensors

Licensors are the owners or the owners' agents of intellectual property rights and as such, might be film companies, broadcasters, publishers, TV production houses, sporting bodies, fashion houses, fmcg manufacturers, licensing agencies etc. In the following pages, licensors have showcased some of their properties with some relevant information to help you research existing offerings and to look at what's coming up in the near future. The licensors are hoping to attract licensees, retailers and promotional partners who can contribute to the effort surrounding a licensing campaign and, hopefully, also benefit from it.





WE ARE THE ARSENAL



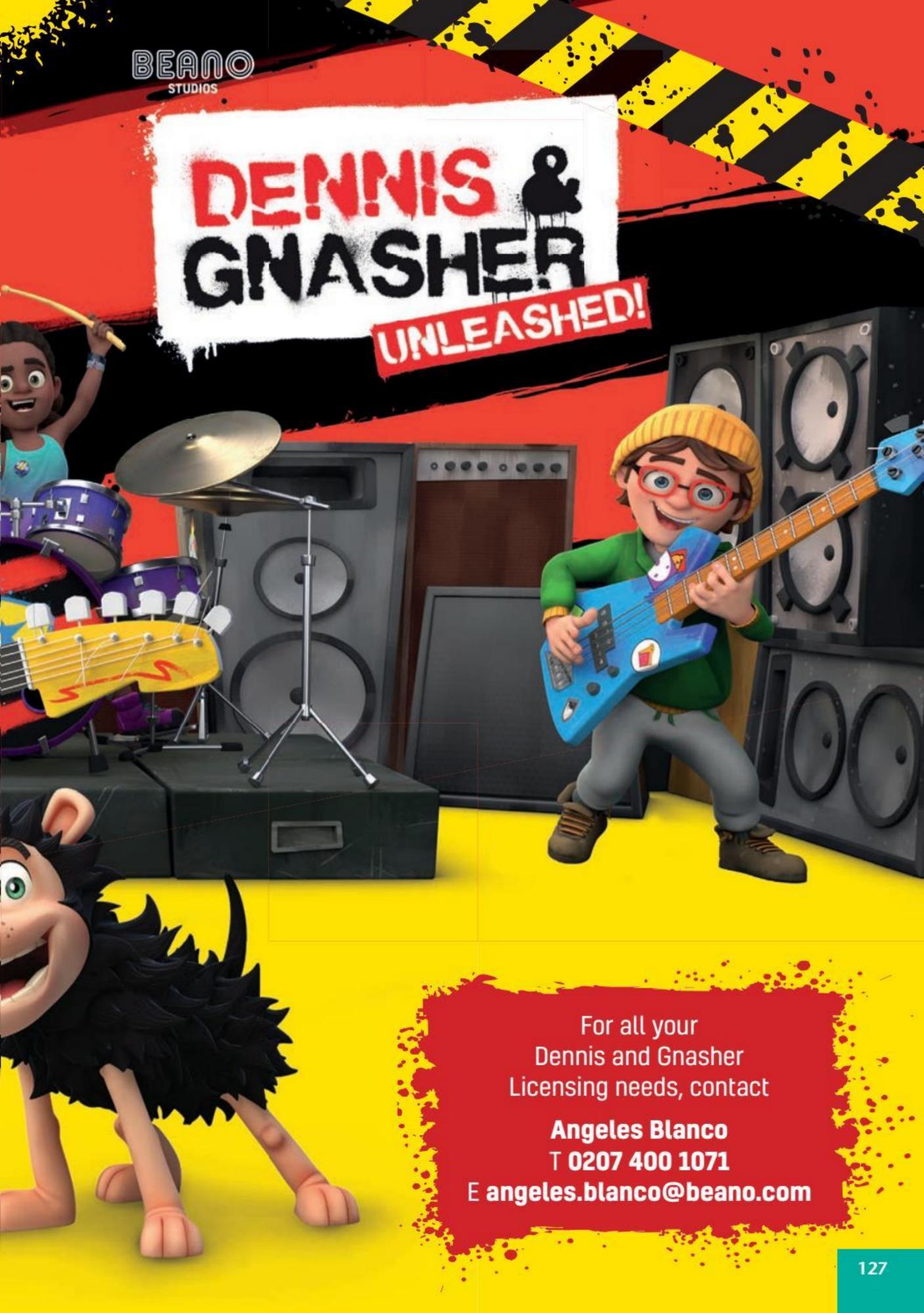
With over 38 million Facebook likes,
12.8 million Twitter followers, 2 million
digital members, a 60,000 sell-out at
Emirates Stadium for all home games and
a history of success including back to
back FA Cup wins in 2014 and 2015, plus
another in 2017; Arsenal are one of the
biggest teams in world football. Ever since
the club was founded in 1886, Arsenal
have consistently been at the forefront of
football innovation and success.
Be part of our future.

For licensing opportunities with Arsenal, please contact:

Matthew Gilmore

Senior Global Licensing Manager mgilmore@arsenal.co.uk Arsenal Football Club, Highbury House, 75 Drayton Park, London, N5 1BU







BEN 10 IS BACK IN ACTION!



- Wave 2 launching Spring '18. New figurines, Omni Launcher and Vehicles
- 10.8M YouTube views in the UK (Sep '17)
- Basic Omnitrix was the #1 selling role play item (Deluxe Omnitrix #6)
 (July October Sub Section, NPD)
- New episodes launching across Cartoon Network, CITV and On demand platforms throughout '18
- © Consumer Products secondary categories launching throughout '18

For more info please contact Graham.Saltmarsh@turner.com



Magic touch

Those Licensing People kicked off the New Year by becoming the UK agent for The Magic Roundabout.

The deal - secured with French agency **Mediatoon Licensing**

- covers both the vintage and CGI versions of the property.

The French stop motion animated Magic Roundabout. series was created in 1963 and quickly attained cult status in the UK. At its peak, the show attracted an audience of eight million viewers. In 2005, a CGI animated film was launched with an all-star voice cast including Robbie Williams, Kylie Minogue and Jim Broadbent.

Those Licensing People is looking to tap into the current nostalgia trend with the relaunch of The Magic Roundabout. Categories being targeted include stationery, gifts, apparel, fashion accessories and homewares.



The much speculated acquisition by **Disney** of 21st Century Fox's entertainment assets has been confirmed.

The deal - which is valued around \$52.4 billion covers the movie studio 20th Century Fox, the company's TV production arm 20th Century Fox Television, Fox-owned cable networks (including FX and National Geographic) and the company's stakes in international networks such as Star TV and Sky. In addition, Disney will also gain a majority control of Hulu - Fox's 30% stake will mean that Disney has a controlling interest in 60%.

Robert Iger, chief executive of Disney, has agreed to renew his contract for a fourth time in order to complete the integration - delaying retirement from July 2019 to the end of 2021.



Above: TLP is looking to tap into the current nostalgia trend with The



Below: Disney's Frozen sold three related items every minute in February.

eBay highlights trends

Online marketplace eBay has revealed some of the top British shopping trends in 2017, with licences featuring heavily.

Among eBay's findings was that Disney's Frozen sold three related items every minute in February and outsold the rest of the top five Disney films combined.

World Book Day saw parents spending more than £386,000 on costumes for their children. And when it comes to which character is most likely to turn up at the school gate, Harry Potter continued to work his magic, with more than 40,000 searches in the lead up to World Book Day.

Ahead of **The LEGO Ninjago Movie** in October, sales of LEGO continued to capture the nation's imagination, piecing together to become the UK's third most-wanted item, with over 4.4 million total searches on site - and more than two 'LEGO' related items sold every 30 minutes in October.

Meanwhile, December saw eBay reveal the UK's true Jedi colours ahead of Star Wars: The Last Jedi, with one lightsaber sold in the UK every 15 minutes. Rey also battled to become Queen of the Galaxy ahead of Wonder Woman and Barbie, as the nation's favourite female movie character. Fans searched almost 7,000 times every hour for the galactic leading lady since her first appearance in 2015.



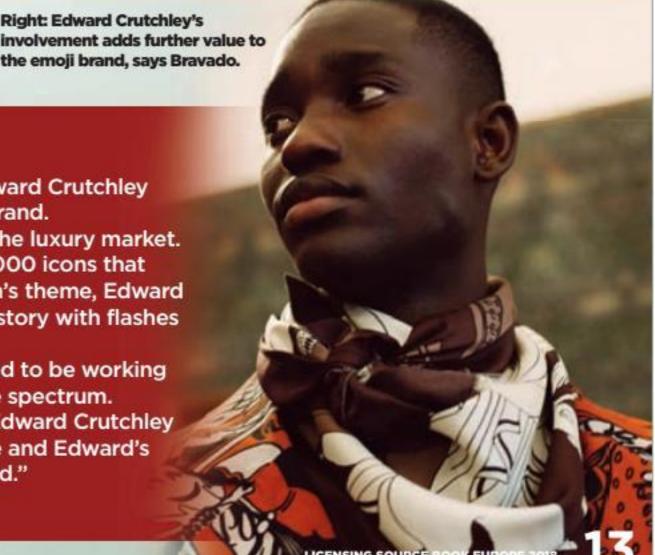
emoji takes to the catwalk

Bravado has teamed with high-end fashion designer Edward Crutchley for a new contemporary collection featuring the emoji brand.

The collaboration is the second for the emoji brand in the luxury market. Selecting icons from the official library of more than 7,000 icons that support the narrative and storytelling around this season's theme, Edward contrasts what appears to be a classically inspired print story with flashes from the present day.

David Boyne, md of Bravado, said: "Bravado is delighted to be working with such iconic partners from such different ends of the spectrum.

"The collaboration of cool, high-end fashion designer Edward Crutchley and the globally recognised emoji is a very powerful one and Edward's involvement will continue to add value to the emoji brand."





Continued toy line development

Product launches in US & Latin America

Best performing show on Milkshake in 2016

Top rated show on Nick Jr

Brand new UK stage show launched 2017

Broadcast in over 130 countries

Key marketing activity with media partners in 2017/18



Property

Licenson

Ben and Holly's Little Kingdom

Entertainment One

Contact : UK Sales - Katie Rollings

International Sales - Ami Dieckman North America Sales - Joan Grasso

Email : eOneLicensing@entonegroup.com

Website : www.entertainmentone.com











Since 2008 a whopping 70 million Boofle cards have been sold!

There are over 12,000 Boofle retail stockists in the UK and over 500 greeting card designs across everyday and seasons

The brand has a strong licensing programme in place with best in class licensees across major product categories

Boofle has 1.3 million engaged fans on Facebook and 10,000 Twitter followers.

Property - Boofle
Licensor - UK Greetings Ltd
Licensing Agent - DRi Licensing Ltd, Lee House,
109 Hammersmith Road, London W14 0QH
Contact: Alicia Davenport
e-mail: alicia@drilicensing.com
website: www.drilicensing.com













THE SPORTS MERCHANDISE 8 LICENSING SHOW 2018



MONDAY 12 NOVEMBER 2018 STAMFORD BRIDGE

WHY YOU SHOULD EXHIBIT:

Showcase your products and services to representatives from a variety of worldwide sports organisations

Discuss business opportunities with target customers, whether you are a well-established or start-up company

Catch up with existing industry contacts and meet many new ones too

Enjoy the iconic backdrop of Stamford Bridge, the home of Chelsea Football Club

Make the most of your trip and take advantage of discounted room rates at either of the two onsite hotels

To book a stand or find out more, visit:

SPORTSMERCHANDISEANDLICENSINGSHOW.COM





THE COUNTRY DIARY OF AN EDWARDIAN LADY"



New agent appointed for the US and new English language books from US publisher Rizzoli to launch worldwide for Spring 2018



New product launches from German calendar partner Heye Verlag for 2018



Existing UK ranges include diaries and calendars, personalised gifting, colouring in books, social stationery, magazine covermount as well as refreshed designs from existing licensees



New designs from UK greeting card partner Great British Card Company and personalised card partner Moonpig



UK categories under consideration include homewares, craft and gifting



Marks and Spencer continues to be a long term partner of 32 years with the range consistently featuring in the top sellers across licensed and non licensed ranges.

www.countrydiary.co.uk



3 Cambridge Court, 210 Shepherd's Bush Road, Hammersmith, London, W6 7NJ Tel: +44 (0)203 714 1181







Charlie Chocolate Factory







Centum reveals Marvel deal

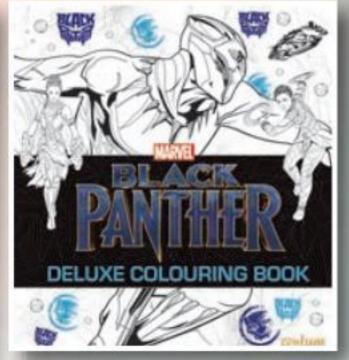
Centum Books has secured a three-year publishing partnership with Marvel.

The deal covers the

Marvel Cinematic
Universe including
Marvel Studios' Black
Panther, Marvel
Studios' Avengers:
Infinity War and the
fourth Avengers film.

Centum formats will include movie tie-in novels, illustrated storybooks, handbooks, activity, sticker and colouring books, as well as gifting lines for key seasonal events.





Additionally, original storybooks will be released as part of the recently announced

Treasure Cove Stories range.

Fiona Macmillan, md of Centum Books, said: "Taking

inspiration from the multi-layered Universe of the MCU, we are aiming to reflect the richness of story and design in all of the publishing ranges and Centum will be working with the Marvel Publishing teams to deliver books to treasure."

Above: Black Panther is among the brands included in the deal. Below: The Bush Baby World CP programme is fast growing.





Growth for Bush Baby World

Momentum is continuing to build for the **Bush Baby World** brand, with **Brands with Influence**appointing **Centa IP** to handle licensing in Australia and New Zealand.

The collectable toy range – distributed by Jasnor – has been enjoying rapid growth in the territory, with Centa IP being tasked to expand this into other categories.

Licensing is already underway in the UK with Ravensburger, Dreamtex, TDP/Aykroyds, Blueprint, Alligator Products and Immediate Media on board, while Centa IP is already experiencing strong interest from retailers and licensing partners.

Above: The new board game will come with its own glitter ball.

Keep dancing!

BBC Worldwide has confirmed a brace of licensing partners for Strictly Come Dancing. For the first time, the hit series will be immortalised as a board game, with John Adams securing a deal. Final artwork for the board game is expected to preview in London at Toy Fair in January 2018, with product launching at retail in July 2018.

Meanwhile, BBC Worldwide has also secured a deal with Kinnerton to make eight skus of seasonal chocolates for the Strictly Come Dancing brand.



Discovery Adventures

- Discovery Adventures is a global outdoor living, travel and lifestyle brand.
- Made for the adventurous spirit in all of us Discovery Adventures harnesses Discovery's core values of exploration, quality and satisfying curiosity.
- It makes travel accessible and provides trend-right product opportunities for mass appeal. Delivering Discovery credibility & authenticity, to enable extraordinary experiences.

Consumer target:

 The Urban explorer, curious campers, families, arm-chair explorers & passionate traveller.

Core:

Millennials, adults & kids.



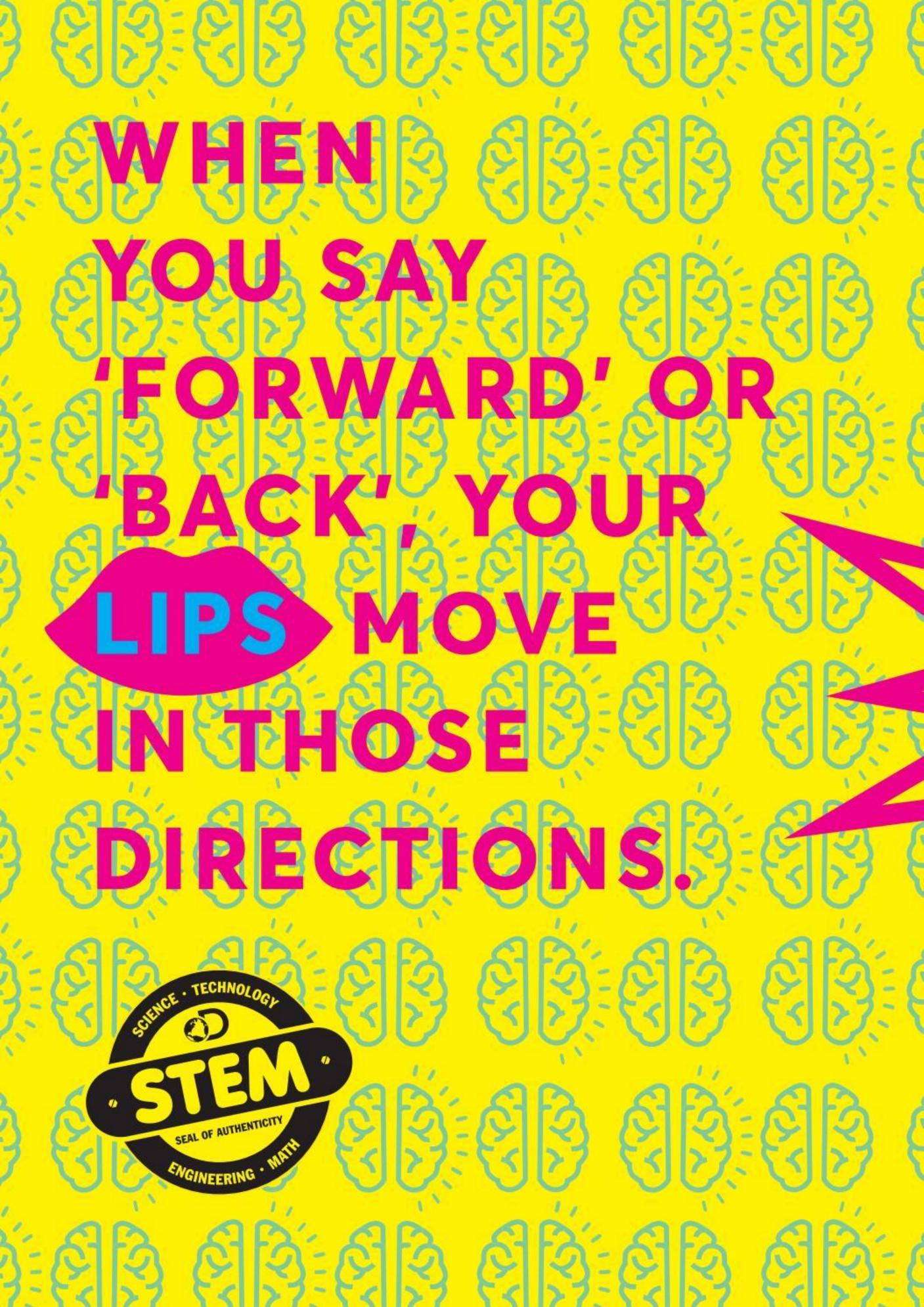
Contact: Ian Woods
VP Licensing UK & EMEA
o: +44 (0) 20 8811 4351
m:+44 (0) 7771 377 248

e: ian_woods@discovery.com

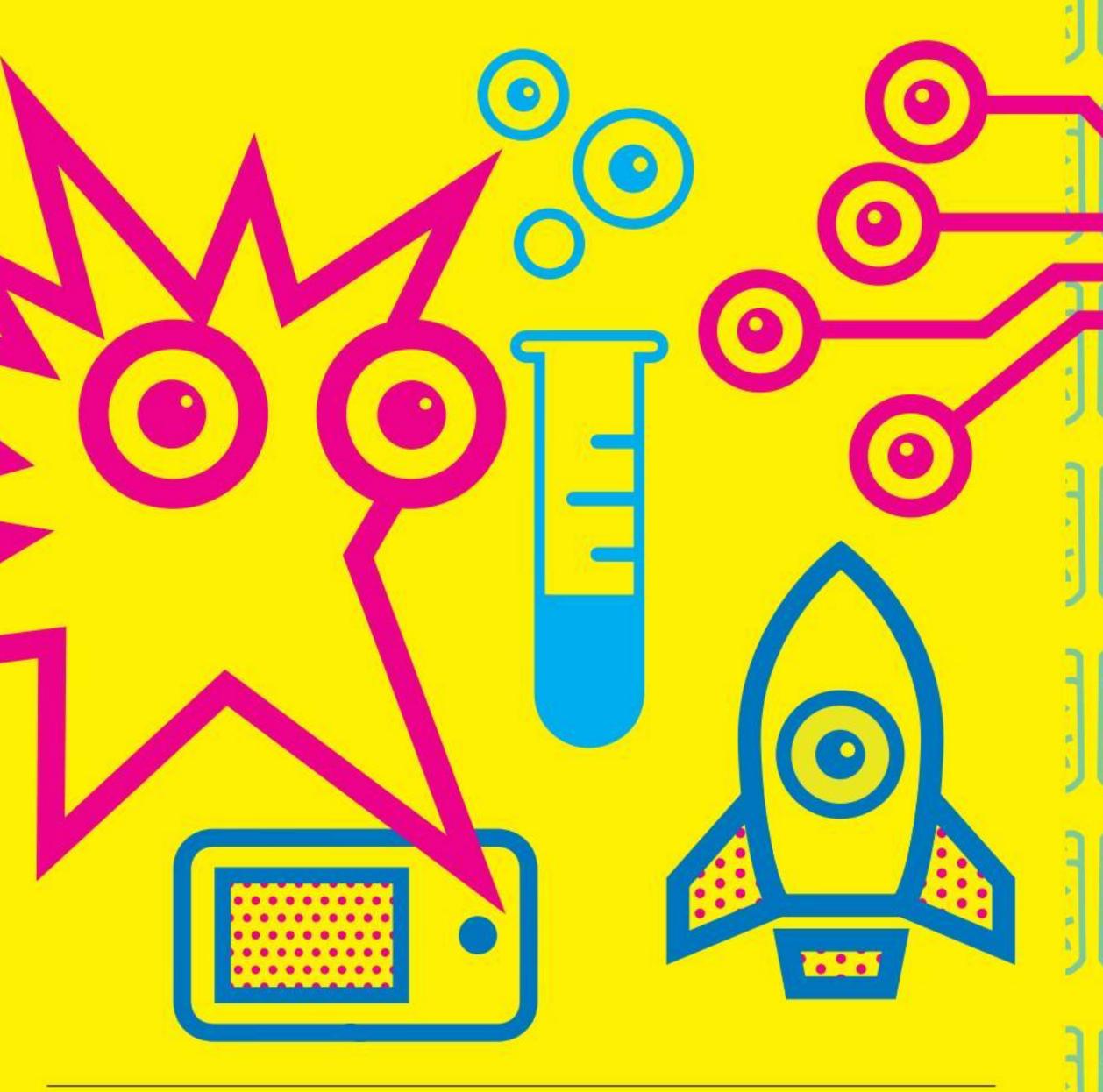
discoveryconsumerproducts.com

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O) ISCOVERY MINDBLOWN



Ian Woods

VP Licensing UK & EMEA
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m: +44 (0) 7771 377 248

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Since its launch in 2010, the Dragons franchise has captivated audiences worldwide, with its engaging characters, innovative worlds, and action-packed adventures.

The epic Emmy Award-winning television series,

Dragons: Race to the Edge, continues to introduce
fans to new locations, dangers, and dragons in
soaring adventures filled with action, suspense and
unexpected friendships! And after the first two films
took home a Golden Globe win for Best Animated
Feature and multiple Academy Award nominations,
the entire creative team is currently hard at work on
How to Train Your Dragon 3.

HOW TO TRAIN YOUR DRAGON 3

SPRING 2019

70% GLOBAL
AWARENESS
AND APPEAR

67 M ACROSS THE GLOBAL USERS DRAGONS GAMING PLATFORM

ALL NEW
DRAGONS AND
ALL NEW
CREATIVE

#1 ANIMATION
GULL (FRANCE) • SUPER RTL (GERMANY)

GULLI (FRANCE) • SUPER RTL (GERMANY) CBBC (UK) • RTL 7 (NETHERLANDS) • NEOX (SPAIN)



1 WIN AND 5 NOMINATIONS IN THE DAYTIME EMMY® AWARDS

BRAND NEW
TV SERIES CONTINUING
THROUGHOUT 2018



BBC

A NEW ERA BEGINS...

NEW DOCTOR, COMPANIONS AND ADVENTURES

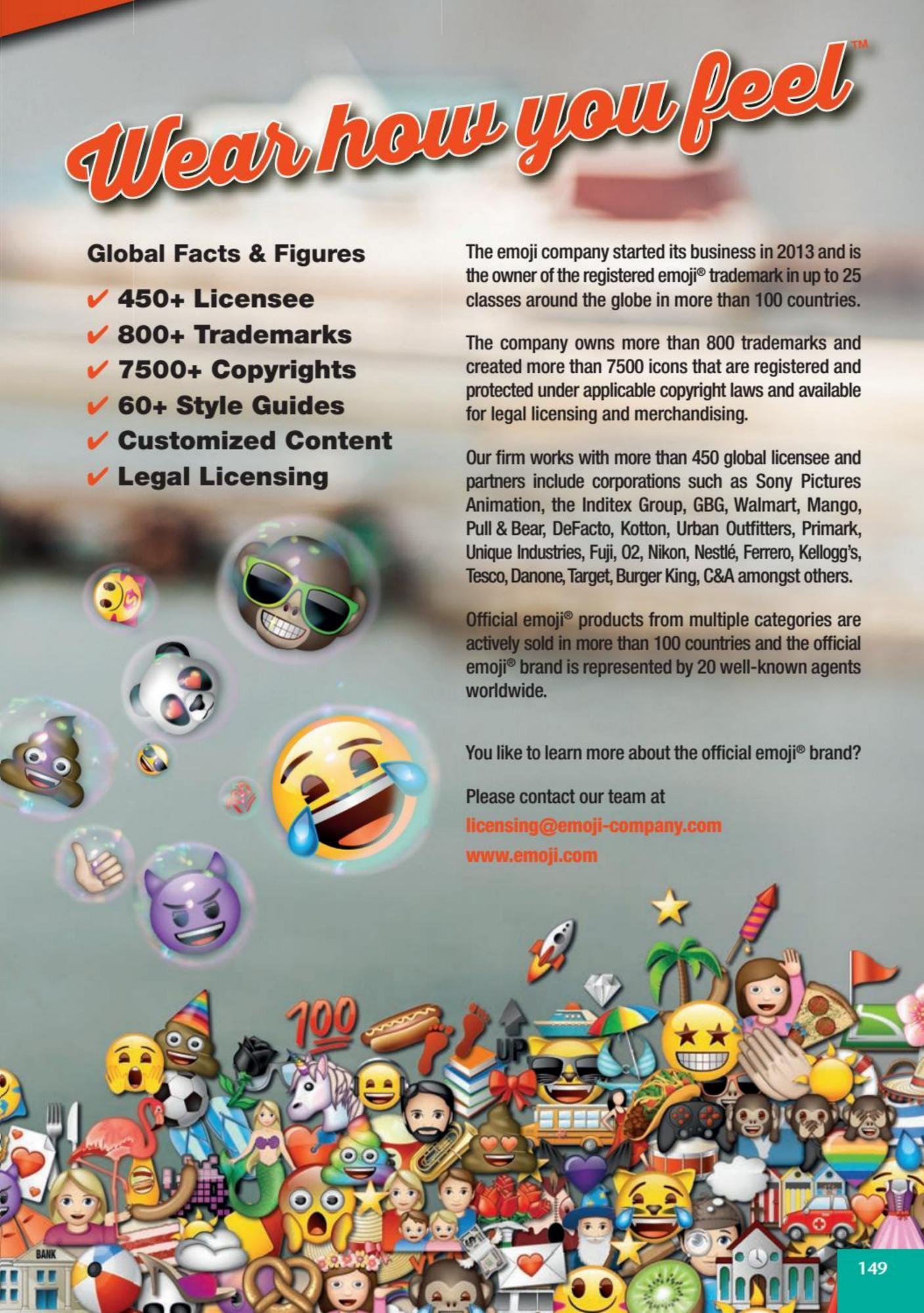
MORE THAN 11 HOURS OF NEW CONTENT IN AUTUMN 2018

> NEW EVERGREEN STYLEGUIDE AND LICENSING PROGRAMME

For licensing enquiries, contact bbc.licensing@bbc.com







PreschoolNews.net launches

A brand new online news website for the cross-category preschool industry, **PreschoolNews.net**, is now live.

Launched by LSB's sister title, Progressive

Preschool magazine – the leading cross-category publication for the preschool sector – the website will serve as an essential online resource for the entire preschool market, bringing the industry the latest news from the nursery, toy and licensing sectors, among others.

An extension of the successful trade publishing brand, which includes prestigious accolades the **Progressive Preschool Awards**,

PreschoolNews.net will offer a regular, online news resource which is able to represent the multifaceted preschool sector in real time.

A twice-weekly newsletter completes the full service offering and will be sent out to all subscribers, delivering the latest news, comment, analysis and other information directly to inboxes and mobile devices.

For more details email Rob Willis on robw@max-publishing.co.uk

Preschool News.net



Mr Men ready for Toy Fair

A new range of Mr Men Little Miss

wooden toys will make its debut at London's **Toy Fair** later on this month.

The collection is a result of a partnership between **Jumini** and brand owner, **Sanrio**.

Products in the My First Mr Men and

Little Miss range will include a Mr Tickle Bead Maze and Mr Men Little Miss Shape Sorter among others.

In addition, to celebrate the launch, author and illustrator **Adam Hargreaves** will be attending the show on Tuesday January 23, producing signed illustrations for visitors.

Sabrina Segalov, licensing manager at Sanrio, added: "Mr Men is a perfect fit in the baby and toddle sector which is demonstrated with the new range of wooden toys; the quality of the Jumini range reflects our brand values.

"Where possible we have incorporated the character traits into the products such as using Mr Tickle's arms into the bead maze."



B&LLAs 2018 open for entries

The **Brand & Lifestyle Licensing Awards** will be returning for the third year in 2018 – and are now open for entries.

The 2018 awards programme will build on rewarding excellence in brand licensed merchandise and IP management, as well as retail execution.

This year's event will also see the introduction of a new category - the **Inspired Innovation**

Brand Licensed

Product or Range

Award aims to recognise truly inspired product creation involving a brand licence.

The entry and nomination









process for all categories is free and via online submission. All forms can be found at www.brandlicensingawards.co.uk.

The deadline for entering is **Wednesday**, **February 21 2018**, following which a validation process for each of the awards sections will take place, involving panels of industry experts pertinent to the categories.

Brand Licensing Europe is the headline sponsor of the Brand & Lifestyle Licensing Awards, while trade body LIMA is also lending its support once again.

The winners of the Brand & Lifestyle Licensing Awards 2018 will be unveiled at a lavish afternoon event held at The Dorchester, Park Lane, London on Thursday April 26 2018, which will be attended by over 400 retailers, licensees, brand owners and licensing representatives.

CAA-GBG acquires Romelle Swire

Late in 2017, **CAA-GBG** acquired UK-based brand management agency **Romelle Swire**, enhancing its client offerings and expanding its EMEA operations.

Romelle Swire has a wealth of experience in the experiential and endorsement arena including food and beverage concepts. In addition, the acquisition has seen CAA-GBG strengthen its lifestyle portfolio with brands such as Mario Testino, David Gandy, Formula 1, Gareth Bale, Paul Hollywood and Gordon Ramsay.

Romelle Swire founding partners Scott Harvey-Nicholls and Oli Trethewey have joined the CAA-GBG senior management team based in London.

ENGLAND RUGBY LICENSING



The Brand





Red Roses



Twickenham Stadium



Ruckley



World Rugby Museum Collection

Properties

England Rugby

Team England

Red Roses

World Rugby Museum Collection

Twickenham Stadium

Ruckley - England Rugby Ambassador

Licensor

Rugby Football Union

janebarron@rfu.com

Tel: +44(0)2088316685 englandrugby.com

Licensing Agent

CPLG

Copyright Promotions Licensing Group Ltd

1 Queens Caroline Street, 2nd Floor, London, W69HQ Tel: +44 (0)20 8563 6400 cplg.com cplginfo@cplg.com

FACTS:

12 million adults in England are supporters of rugby.

56% of those supporters have children.

69% of supporters are ABC1 (versus a national average of 50%).

78% of supporters think rugby demonstrates positive values.





Good for Rugby We're passionate about our game, as fans and as the business behind it. We want our teams to win and we want out business to succeed, because the proceeds we generate go back into rugby. We help get it to the right places; to the 8 year olds we'll be watching in 2027, to the local teams so they can reach their away games, and to the coaches working in the communities right now. Every ticket we sell and every shirt that is bought is good for rugby. This is our promise.

The **World Rugby Museum** vision is to collect, document, interpret and exhibit the world's largest and most comprehensive collection of rugby football memorabilia. Licensees/Partners regularly use the museum's collection, library and curating team as a valuable resource and source of inspiration for product development.

#RedRoses is the new identity for England Women, the rose, as the emblem of England Rugby, epitomises the unique qualities of England Women as strong, relentless and glorious. England Women look to defend their Women's Rugby World Cup title in

summer 2017.

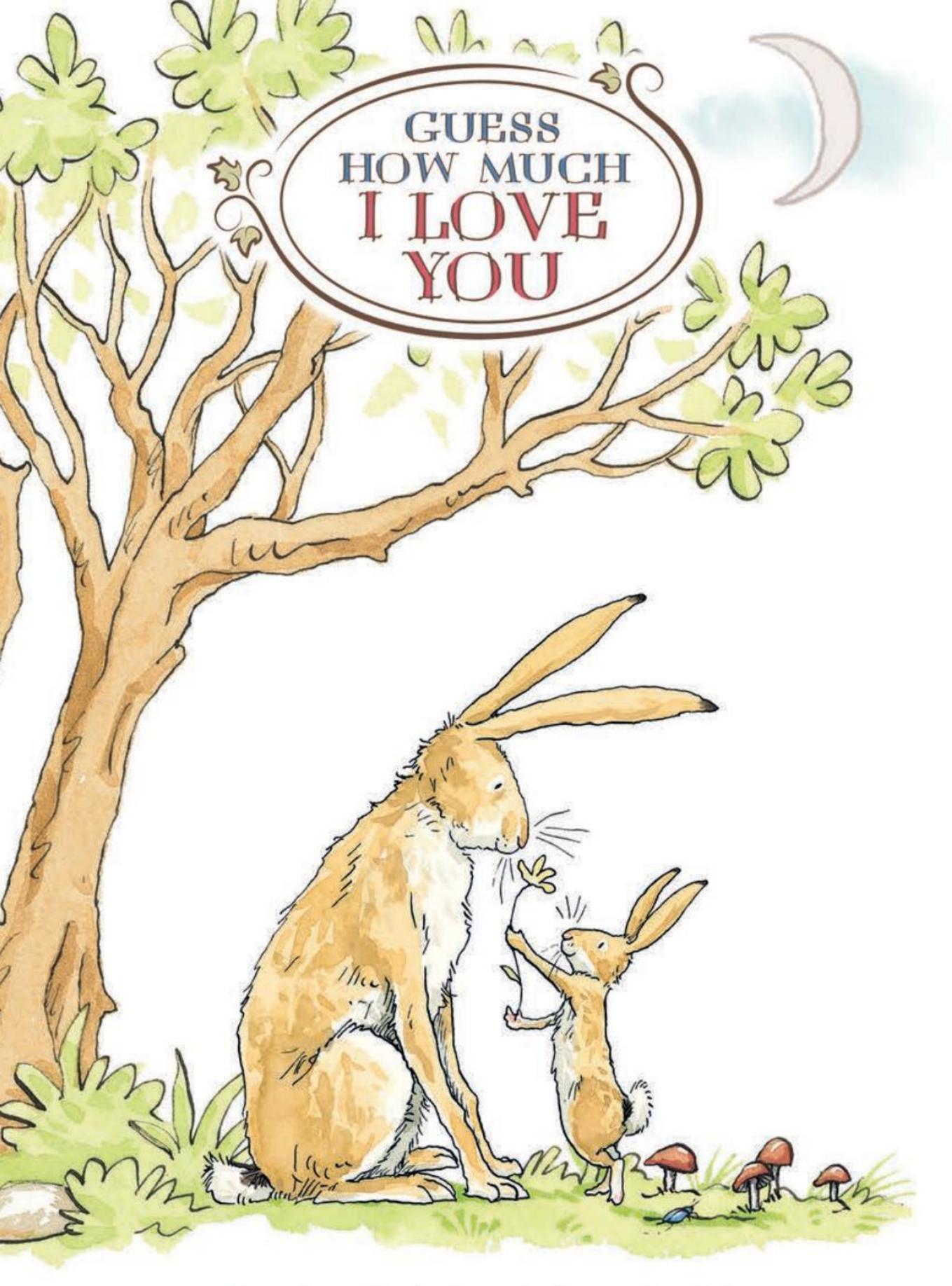
*Figures from quantitative research conducted by Flamingo and Brainjuicer on behalf of the RFU. January 2013 (field work October 2012)



New category launches in 2018 Series 2 premiered with over 500k viewers, No.1 in its timeslot Heavy marketing support throughout 2018

Series 3 has been greenlit





Based on the beloved picture book by Sam McBratney and illustrated by Anita Jeram

GUESS HOW MUCH I LOVE YOU

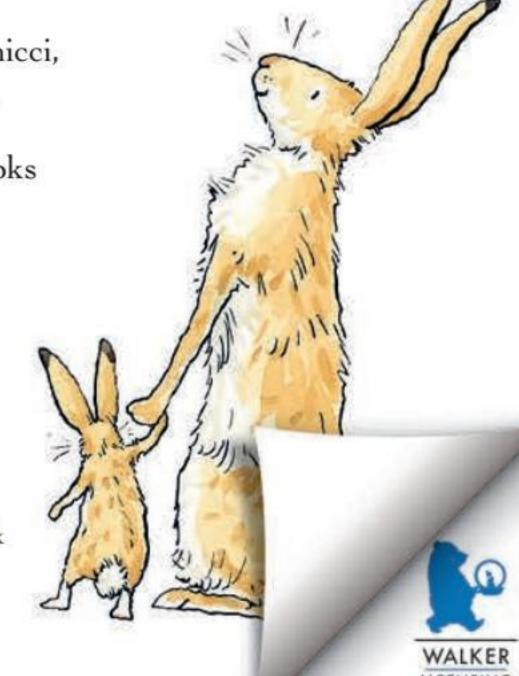
"I love you to the moon and back"

- How many ways can you say "I love you"? Sometimes, when you love someone very, very much, you want to find a way of describing how much you treasure them. But, as Little Nutbrown Hare and Big Nutbrown Hare discover, love is not always an easy thing to measure!
- For over two decades, Sam M^cBratney's timeless story, beautifully portrayed by Anita Jeram's gentle watercolours, has captured the deep and tender bond that is precious between loved ones.
- With more than 35 MILLION copies sold, in 57 languages worldwide, Guess How Much I Love You is one of the world's best-loved picture books, and can now be enjoyed by a new generation.
- Licensing programmes are building well around the world including Germany, US,
 UK, Austria, Australia and Switzerland.
- Theatre partnership with Selladoor Worldwide. Production dates in place for Guess How Much I Love You in China, Hong Kong, Singapore, Dubai and the UK for 2017 & 2018.
- UK licensee's include Rainbow Designs, Paul Dennicci, Gemma, Nevitti, Robert Fredrick and Boo Gallery.
- On going refreshed publishing through Walker Books supported by trade and consumer marketing.

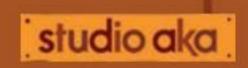
guesshowmuchiloveyou.com

WALKER BOOKS

Walker Books Ltd. 87 Vauxhall Walk, London SE11 5HJ e: licensing@walker.co.uk • t: 020 7396 0909 • www.walker.co.uk









THE MULTI BAFTA AWARD-WINNING



Over 100,000 fans on Facebook 2017 Children's BAFTA winner for Pre-school Animation!

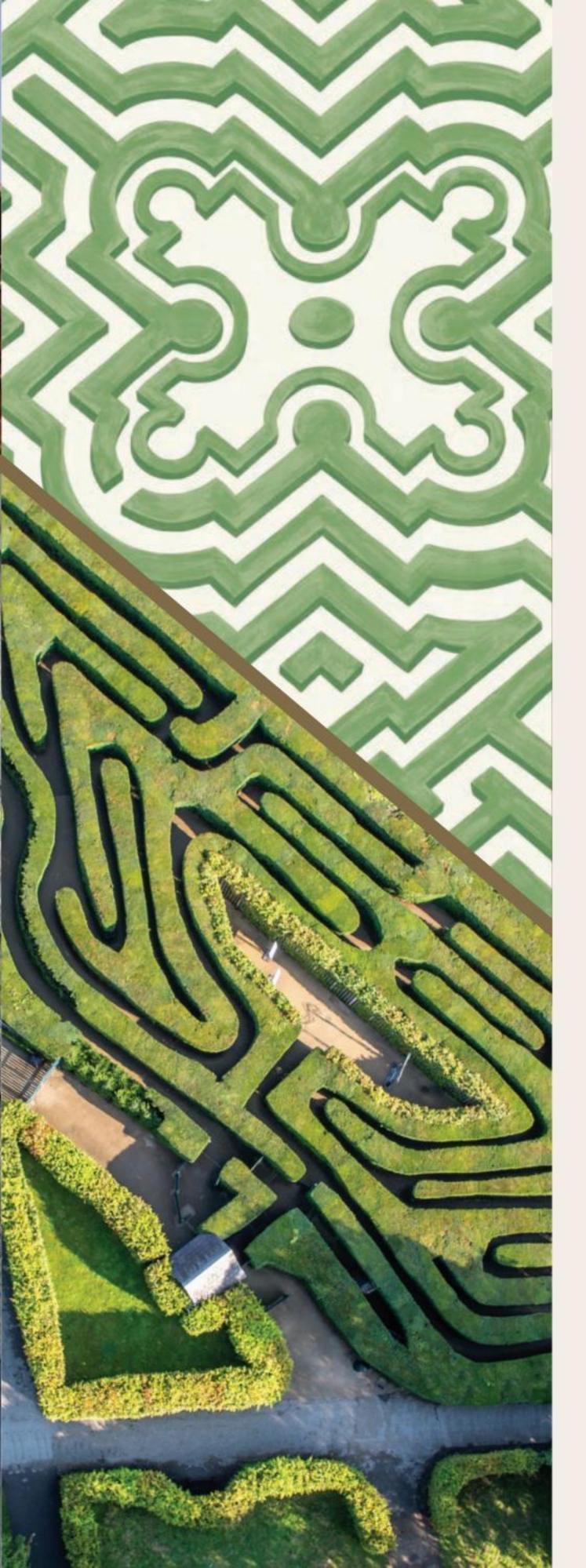
2017 BAFTA Award for 'We Love Animals' App

New category launches in 2018

Series 3 has been greenlit

For all licensing queries please contact bbcw.licensing@bbc.com







Be inspired by the past to design and create product for today

Historic Royal Palaces is the independent charity that cares for the Tower of London, Hampton Court Palace, Banqueting House, Kensington Palace, Kew Palace and Hillsborough Castle.

Famous around the globe, these palaces attract over 4 million visitors a year and include a UNESCO world heritage site.

Our licensees have access to Britain's rich royal history with inspiration taken from the best designers, craftsmen and architects of their day; Peter Paul Rubens, Jean Tijou, Christopher Wren and William Kent to name but a few...

To find out more about how your licensing programme can benefit from the scope of inspiration our palaces have to offer please contact:

Email: Licensing.hrp.org.uk

Tel: 0203 166 6844



Tower of London



Hampton Court Palace



Kensington Palace



Kew Palace





Hillsborough Castle

Right: Hannah Miles arrives from Smith & Brooks.

NEWS IN BRIEF

 Nickelodeon is continuing to offer new ways for fans to engage with the hit PAW
 Patrol brand, launching a new game online. PAW



Patrol Pawsome Missions is available on Nickjr.co.uk and lets children create avatars of themselves. There are 12 initial adventures.

- Bettina Koeckler's company, The Deal Factory, has been appointed as the new merchandising partner in the UK, France and Germany for Cartoonist Group Licensing.
- LIMA has appointed Gisela Abrams as svp global partnerships and Sharon Weisman as senior director for global business development, significantly strengthening its US-based team.
- Mattel has confirmed that Blueprint is to launch a new range featuring the classic Pingu property. The collection will include a wide variety of stationery, plush and gift items.
- Felix the Cat is continuing to attract high-end fashion collaborations, with the latest seeing the character feature in a new capsule collection from Italian designer Alessandro Enriquez. The collaboration was brokered by CPLG Italy.
- Family and kids event Kidtropolis is back for 2018 confirming that its next edition will take place at Birmingham's NEC from April 6-8. Now in its third year, the event will be taking place during Easter half term.
- Licensed babywear specialist, Paul Dennicci has confirmed that it has become part of the CWI/Suntex
- & Mitsui & Co group of companies. The group also owns Blues Clothing, Cohen and Wilks and Brecrest, as well as Smithy Green and GWG Garments.
- Royal Mail has confirmed that a host of Game of Thrones characters will feature on a new series of stamps.
- Preschool property The World of Dinosaur Roar is getting its own Top Trumps game, after brand owner Nurture Rights secured a deal with Winning Moves.
- Studio 100 has confirmed that it has taken over the New



York-based animation studio, **Little Airplane Productions**. Founded in 1999 by Josh Selig, Little Airplane has won numerous awards – including 21 Emmys – and is known for series including Small Potatoes, Super Wings and Wonder Pets among others.

Growth for Global Licensing

Licensed apparel specialist Global Licensing has appointed Hannah

Miles as creative director of its new children's daywear division.

The licensee - which was acquired by **Fashion UK** last year - has expanded its design team in order to advance the new division.

Hannah brings a wealth of experience from her previous role as md of Smith & Brooks, where she worked in product design for over 11 years. Hannah said: "I'm really looking forward to focusing on designing innovative children's apparel, with a select few retailers, where we can give focus and make their in-store selection the best.

"We have a great team here and Global Licensing work with some very highly skilled factories, so I'm eager to see how we can all work together to create products that are at the forefront of the market."

Perfect partners

Universal Brand Development has honoured the

work of a number of its partners.

UK and Ireland country director, Hannah Mungo, presented seven accolades at the licensor's bi-annual UK Licensee Day, held

recently at Picture House Central in London.

The winners were as follows:

Above: Aykroyds & TDP were among the licensees honoured by Universal Brand Development.

Best Marketing Campaign - Anki for Fast and
Furious Overdrive; Best Retail Execution - White
Optics for its Despicable Me Specsavers Campaign;
Product Range of the Year - Wow Stuff for its
Flying Dave and Flying Fluffy products; Best
Newcomer - Moonpig; Best Consumables - Bon
Bon Buddies; Best Softlines Licensee - Aykroyds &
TDP; Best Hardlines Licensee - Hasbro.

Eden Project blooms

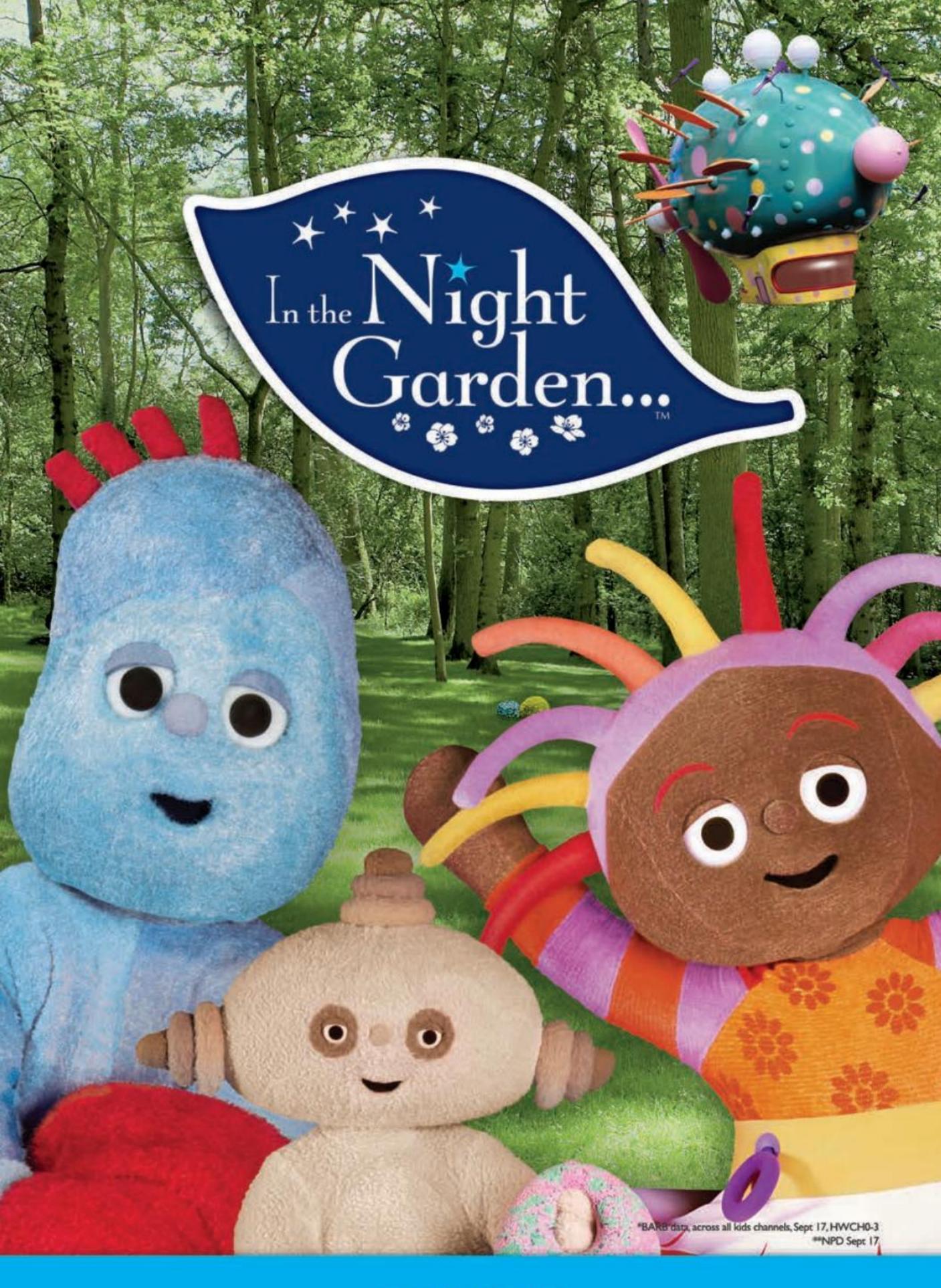
A number of Eden Project licensees will be showing new licensed ranges at the upcoming Spring Fair.

Eden now has nine licensees, including most recent addition **Ulster Weavers**, which will be launching its kitchen textiles at the NEC. **Flame Tree Publishing** (2019 calendar) and **Heaven Scent** (natural candles and reed diffusers) will also be at the show.

Meanwhile, Eden has successfully launched a range of garden gifts with **Portico Designs** including a Garden Potting Set and Herb Pots on a Tray. It is also working closely with **Oxfam** to create a bespoke range of Eden Project garden gifts, which will be available in-store this year.

Other launches planned for 2018 include new doormat designs from Turtle Mat.











THE MAGIC ROUNDABOUT

One of the great classic properties of all time which entertained two generations of baby boomers and their offspring, The Magic Roundabout is a the must have retro property for 2018 with new materials created by one of the foremost UK Licensors in collaboration with Mediatoon, Those Licensing People will be bringing high end merchandise back into UK upscale retail stores.

Officially ranked by the BBC in the Top 20 Children's Properties of All Time, and by Wikipedia in the global Top 50, The Magic Roundabouts enduring characters are as compelling today as they were when they were first created by Serge Danot and the eponymous lvor Wood.

With a refreshing new approach to a UK centric style guide, TLP invites interest from across the spectrum of licensing.

Ivor Wood created Postman Pat and directed Paddington and The Wombles Serge Danot
created The
Magic Roundabout
which was animated
by Ivor Wood
his friend
and colleague

The CGI
version will
launch in the UK
on the KidsCast
digital platform
in summer
2018



THOSE LICENSING PEOPLE

for licensing enquiries please contact Leah Dever leah@thoselicensingpeople.com 08459011657



Property

Licensor

Licensing Agent (UK)

Match Attax

Topps Europe Ltd

Bulldog Licensing Ltd

Metal Box Factory Unit 335, 30 Great Guildford Street London. SE1 OHS

Tel: +44 (0) 20 8325 5455

Email: info@bulldog-licensing.com

www.bulldog-licensing.com



Collect. Swap. Play.

- The officially licensed trading card game of the world's biggest club football competitions including the Premier League and the UEFA Champions League
- The biggest selling trading card game in the UK, selling over 600m packets
- The UK's #1 kids football brand supported by over 1.3m British kids each year
- One of the top ten most popular websites for boys 9-11 in the UK
- An annual competition to find the Match Attax champion, reaching hundreds of thousands of kids, with the final hosted at a top Premier League game
- Supported by a huge marketing campaign covering TV, print and in-store content and the endorsement of top-football stars







For more information on licensing opportunities please contact Sarah.Quigley@cbg.co.uk, Head of Licensing





SWEET SMART CUTE FUNNY MIFFY

62 year brand heritage supported by publishing, media and licensing

Books published in over 50 languages - 85 million books sold worldwide

Global broadcasting of the animated series 'Miffy's Adventures Big and Small'

A cute and timeless character whose minimalist design has a fresh modern appeal











UK enquiries: info@drilicensing.com

A year of change

Despite the various challenges affecting licensors, licensees and retailers in 2017, the market for licensed products remained buoyant, with 16 being purchased every second of the year in the UK. As we embark on a new year, NPD takes a look at some of the big success stories in the toy space.

REBLEX

2017 was a year of change for the UK and, for the licensing market, the macro-economic conditions in the UK have been an added challenge. However, the market remains very dynamic with adults purchasing over £4bn of licensed products for 0-14 year olds (source: NPD Kids License Tracker, 12 months to June 2017) or 500 million units. This means that 16 licensed

products were purchased every second of the year in the UK.

Toys accounts for the largest area of the licensed kids market with 26% of all licensed kids value sales, while clothing was the second largest with 18% of value. In 2016 the UK toy market hit its

Above: Roblox is one of the new digital licences making an impact in the toy category.

Inset: Traditional toys and clothing account for 44% of kids licensed sales, says NPD.

EMM

largest value ever and grew +6% (source: NPD POS Retail Tracking). While 2017 may not have been able to continue the same growth rate, the total toy market retained a key focus on licences and character brands. The preschool market in particular has been very dynamic with **PAW Patrol** continuing to grow, up +24% and the number two property in total toys YTD October 2017. **PJ Masks** also had a strong launch with just under £10m sales in nine months, while old favourites like **Peppa Pig** and **Thomas and Friends** remained top properties across the total market.

The NPD Greep, Inc. 1 Proprietary and confidential

However, the top property in the UK toy market YTD October 2017 was **Total DC Comics**, driven by the **LEGO Batman** movie products released at the start of the year, as well as the **Justice League** movie in November. Indeed, 2016 seemed like there was a big movie launch every week, from Disney's

Beauty and the Beast and Cars 3 to Universal's

Despicable Me 3, Saban Brands' Power Rangers to
Hasbro's Transformers - not to mention the regular
Marvel offerings throughout the year: Guardians of
the Galaxy Vol. 2, Spider-Man Homecoming and
Thor Ragnorok. In addition, there was also the
December film release of Star Wars: The Last Jedi.
However, overall movies still accounted for 13% of all

toy sales, while TV/DVD/digital accounted for a further 21% in the last 12 months.

The digital world as well remains important in licensing with **Minecraft** remaining the largest digital

video game

property in toys. However, sales from licences new to toys like **Roblox**, **Disney Crossy Road** and **Five Nights at Freddy's** have also been contributing to this area of the market in the last year.

Source: The NPO Group I UK Kids License Ropers

2 000,000,000

One of the key successes within the toy market in 2017 was **L.O.L Surprise**, which managed to successfully combine the collectable and unboxing trends in the market. The strength of the toy range, with the original L.O.L Surprise Doll Assortment the number one best selling toy in total toys (YTD October 2017), has led the brand to look at licensing out into other areas including clothing for 2018. This demonstrates that there is inspiration to be found by taking a successful toy and expanding its presence in the wider licensing world.

NPD's UK License Tracker aims to equip licensors, manufacturers and retailers to uncover opportunities and grow their share of the licensed product marketplace. You can find out more by contacting NPD on 020 8237 1300.



Ultra-personalised books created through play!



Those Licensing People www.thoselicensingpeople.com



PADDINGTON



AWARD WINNING SENSATION RETURNS!



Part of a franchise with long term content plans in place including TV series and movies



Celebrating 60 years in 2018 with a special anniversary logo, a major commemorative partnership, international exhibitions and limited edition products



New publishing for 2018 including the release of Michael Bond's final novel 'Paddington at St. Paul's'



High profile Home Entertainment campaign and promotions for Spring 2018



Long term global partnerships in place with HarperCollins, Gameloft and Unicef



New Pop Up at Heathrow Terminal 3 joins dedicated Paddington Stores including ecommerce and the Paddington Shop at Paddington Station



New partnership with Europa Park in Germany to include: Paddington VR ride, branding, dedicated shop and the first ever Paddington ice show to launch in Spring 2018



Feature of M&S 2017 Christmas campaign to include TV advertisement, online and social, store in store, branded windows and over 90 different products.

www.paddington.com

3 Cambridge Court, 210 Shepherd's Bush Road, Hammersmith, London, W6 7NJ

Tel: +44 (0)203 714 1181

UK Licensing Enquiries - rachelclarke@copyrights.co.uk
International Licensing Enquiries - pollyemery@copyrights.co.uk









www.peppapig.com





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theofficialpeppa



OfficialPeppa



officialpeppauk





New product lines launching throughout 2018

- * Continues to generate over \$1.2 billion globally at retail per year
- Broadcast across
 180 territories, in over
 40 languages
- * Licensing in 60 countries with over 1000 licensees
- Over 165 global broadcasters
- More exciting specials on the way

- UK stage show has now been seen by over 1.1M people in the UK since 2009!
- Visitor numbers to Peppa Pig World over 1 million per annum.
- Peppa Pig World extension coming Spring 2018
- * New promotional partnerships in the pipeline
- * Coming up to its 15th year in 2019

Property Licensor Peppa Pig Entertainment One

Contact : UK Sales - Katie Rollings

International Sales - Ami Dieckman North America Sales - Joan Grasso

Email: eOneLicensing@entonegroup.com

Website: www.entertainmentone.com





THE SUPERHERO SHOW FOR PRE-SCHOOLERS

- Over 450 licensees worldwide
- Hit success on Disney Junior internationally
 - now in over 85 territories worldwide
- Extensive licensing and merchandising programme launching internationally
- More than 27 million downloads of the PJ Masks web and gaming apps internationally

Property PJ Masks Licensor Entertainment One

Contact: UK Sales - Katie Rollings

International Sales - Ami Dieckman
 North America Sales - Joan Grasso

Email: eOneLicensing@entonegroup.com

Website: www.entertainmentone.com

WWW.PJMASKS.COM







The 21st season
— of the animated —

Pokémon the Series

premieres in 2018.

©2018 Pokémon. TM, ® Nintendo.

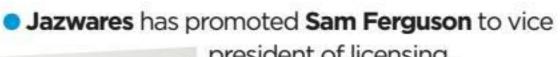


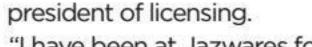
There's lots of appointments, promotions and newly created positions in our dynamic licensing industry. Here's a roundup of the latest.

 Bulldog Licensing has announced that well-known industry figure **Lindsey** Chester will join the company as its new retail licensing manager.

Lindsey has a wealth of experience as a licensing executive and her career has included stints at Entertainment Rights, CPLG, and latterly 11 years at Fox.

"I'm really excited about taking this role," said Lindsey. "There is a fantastic range of brands in the Bulldog portfolio and I'm looking forward to developing our presence across the market and fostering strong and enduring relationships with retail partners and licensees."







with the Jazwares team. With toy show season just around the corner, we are excited to showcase

everything we have been up to and learn more

about new opportunities."

Above: Sam Furguson

Laura Zebersky, cco of Jazwares commented: "With Sam at the helm, Jazwares' focus for 2018 on inbound licensing continues as the company develops its own IP's designed to reach to new markets, audiences, and collaborations.

 Etta Saunders is to join Half Moon Bay in the position of head of licensing and product development. Etta joins the company from children's publisher at Parragon and will be







Above: Etta Saunders.

Breyer, the dominant brand of model, toy and

Above: Rick Redekal.

collectible horses, has named Rick Rekedal executive vice president of brand and business development, as the company plans to grow its retail, licensing and consumerdriven business.

In more than 20 years at DreamWorks Animation, Rick

spearheaded cross-company initiatives to launch such worldwide hits as the recent film and merchandising franchise Trolls. Rick also developed global licensing, interactive and retail programs for such franchises as How to Train Your Dragon, Shrek,

Above: Rhion Magee.

Madagascar, Kung Fu Panda, and the animated film Spirit: Stallion of the Cimarron, which has become a classic among horse fans of all ages.

To help develop the brand, Breyer has also appointed Rhion Magee as vice president of creative. Rhion worked with

Rekedal for 12 years at DreamWorks Animation as creative direct

 Daniel Prince has been appointed as managing director of **Danilo**. He joined the greeting card, calendar and giftwrap licensee in 2001, launching

JOIN SHAUN ON HIS NEXT BIG ADVENTURE

Now in production on Shaun the Sheep Movie 2 for theatrical release 2019

Brand new Movie style guide for delivery Q2 2018

'Nature' themed design pack to grow food categories

'Sheep Dreams' style guide & campaign launching Q3 2018

New digital project launching autumn 2018

New branded café & family entertainment centres opening across Japan throughout 2018

- 150 x 7 minute episodes on air in over 170 territories
- 180+ licensees worldwide
- Over 6 million Facebook fans and 520 million stickers sent
- 2.3 billion views on YouTube
- Over 1 billion game plays
- Over 3 million exhibition visitors
- Over 9 million Global DVD sales

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WWW.SHAUNTHESHEEP.COM

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STUDIOCANAL



Shown the Sheep Shows and Shows and Sheep Shows a show the Sheep Sheep Shows a show the Sheep Shee



COMING 2019









WE CREATE TRENDS

At Smiley we pride ourselves on creating the hottest on trend seasonal designs that leverage our brand DNA, by making the world a happier place.

Our award winning teams work directly with you to co-create collections that spread a Smile and drive your revenues forward.

For Spring & Summer 2019, Smiley Studio has introduced over 600 graphics and 37 new individual style guides across 13 product categories, in order to extend unrivalled design support to our partners across multiple industries around the world.

Ready to tap into our latest best-selling style guides, contact us at sales@smiley.com

smiley.com







Jason Rice **Director of Brand Licensing** Email: jason.rice@sega.co.uk Tel: +44 (0) 208 996 4568

Toby Rayfield Senior Licensing Manager Email: toby.rayfield@sega.co.uk Tel: +44 (0) 208 996 4494

Kay Ferneyhough Retail & Trade Marketing Manager Email: kay.ferneyhough@sega.co.uk Tel: +44 (0) 208 996 4407

/sonic







My first character brand

Top
performing
show
on both linear
and VOD
platforms



New Assets and trend guides for 2018



Top 5
best-selling
preschool
toy partner,
growing year
on year



New short form content including sing-along songs

Boys & girls 6 months to 3 years



*5th Best-Selling YTD, October 2017 NPD data.







www.teletubbies.com







JOIN THOMAS IN HIS ALL NEW SERIES

Mattel Ltd Vanwall Business Park Vanwall Road Maidenhead SL6 4UB

01628 500000 licensing.uk@mattel.com www.mattel.com



When a child plays with Barbie, they imagine everything they can become.



Mattel Ltd Vanwall Business Park Vanwall Road Maidenhead SL6 4UB

01628 500000 licensing.uk@mattel.com www.mattel.com



Above: Laurence Prince (left) with Daniel Prince (right).

Danilo's first sound card ranges and personalise.com, giving customers the chance to customise cards.

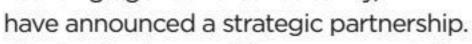
Chairman and chief executive, **Laurence Prince**, will still be very much involved with the business, while Daniel is also supported by

licensing director Dan Grant and sales director Brett Smith.

Daniel commented: "We are looking forward to 2018 when we celebrate our 40th trading year, adding new licences to Danilo from Roald Dahl,

World of Walliams, Jurassic World, The Gruffalo, L.O.L Surprise and, one we are all incredibly excited about, Peter Rabbit."

 Kilogrammedia, the UKbased licensing and broadcast-focused public relations firm, and ZenWorks, the Japan-based Asian brand licensing agent and consultancy,



Under the terms of the agreement, the two companies will offer mutual support and provision. Kilogrammedia will extend its client services to ZenWorks' wide-ranging Asian client base and market, while ZenWorks will expand its



Above: C.J. Kettler.

service to its clients by offering the skills that have made Kilogrammedia the public relations partner of choice for numerous brands and agencies over many years.

Above: ZenWorks founder and director

Roger Berman.

Hearst Entertainment &

Syndication group has announced that leading TV producer C.J. Kettler has been named president of King Features Syndicate, the distributor of comics, columns, puzzles and games to print and digital outlets worldwide and one of the largest licensors of brands and comics characters for entertainment programs and consumer products.



Above: Matthew Shiels.

• The Fred Rogers Company, the company behind Daniel Tiger's Neighborhood, Peg + Cat, and Odd Squad, has named Matthew Shiels to the newly-created position of director of business and legal affairs.

Matthew reports directly to chief operating officer

Kevin Morrison.

Jo Thomas has joined TDP
Textiles as its new senior sales
manager for daywear. Jo was
most recently licensing manager
at Cooneen.



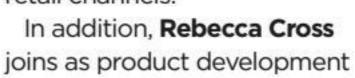
Above: Jo Thomas.

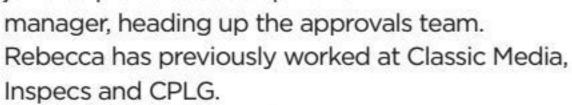


Above: Bethan Garton.

• Bethan Garton has joined The Point.1888 in the new role of retail and brand director. Most recently head of licensing at Acamar Films, Bethan will be responsible for managing MGA properties L.O.L Surprise, Num Noms and Little

Tikes, as well as a number of new brands launching at BLE. She will also lead the strategy and implementation of toys, games, publishing, softlines and entertainment across all retail channels.





Two new brand executives –

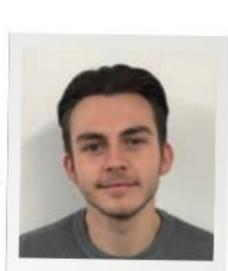
Kieran Peterson and Zoe

Johnson – also bolster the team.

Both are joining as part of the

Government Apprentice scheme,
and will complete a Business

Administration qualification
alongside their development
and training at the agency.



Above: Rebecca Cross.

Above: Kieran Peterson.

As well as the new hires, **George Birtchnell** has been promoted to senior brand manager, having joined in 2015, while **Jack Allen** has been promoted to senior brand executive.

Our little lamb

Timmy Time is an award-winning preschool show, broadcast on CBeebies.

Timmy is the face of Learning Time with Timmy, a global language learning partnership with the British Council which encourages children aged 2-6 to learn the English language via face-to-face courses, apps and digital resources.



A brand-new Learning Time with Timmy series premieres in 2018 on a dedicated YouTube channel and linear broadcast platforms (26 x 5 minutes + extras).

Developing an international licensing programme for Learning Time with Timmy.

Timmy is the littlest lamb in Shaun the Sheep's flock.

Shaun the Sheep Movie 2 confirmed for 2019 theatrical release.

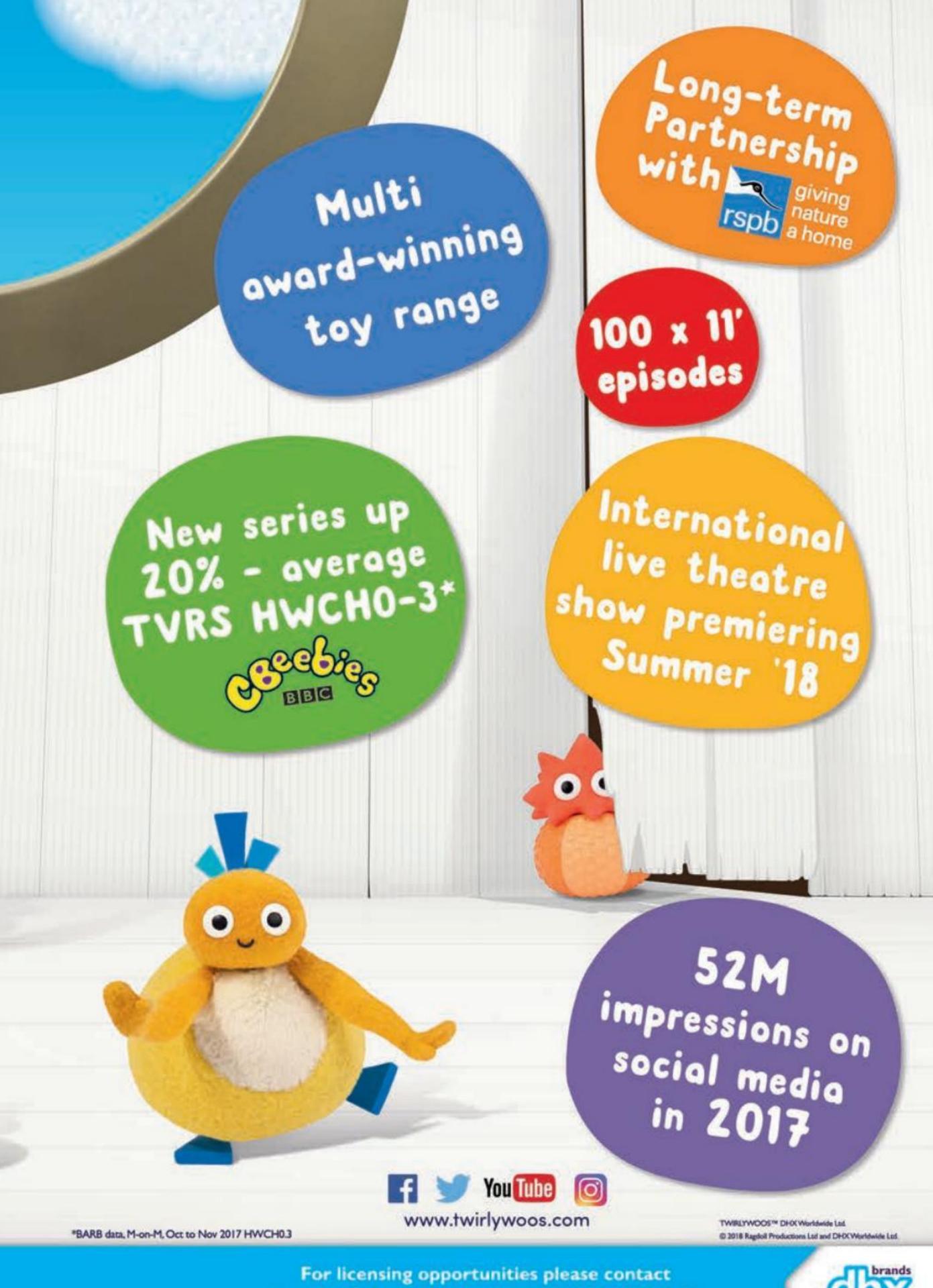
Timmy has over 1.5 million Facebook fans.



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DreamWorks Animation Television reimagines one of the most popular fan-favorite shows of all time in this comedic action-packed series for today's audience, Voltron Legendary Defender.

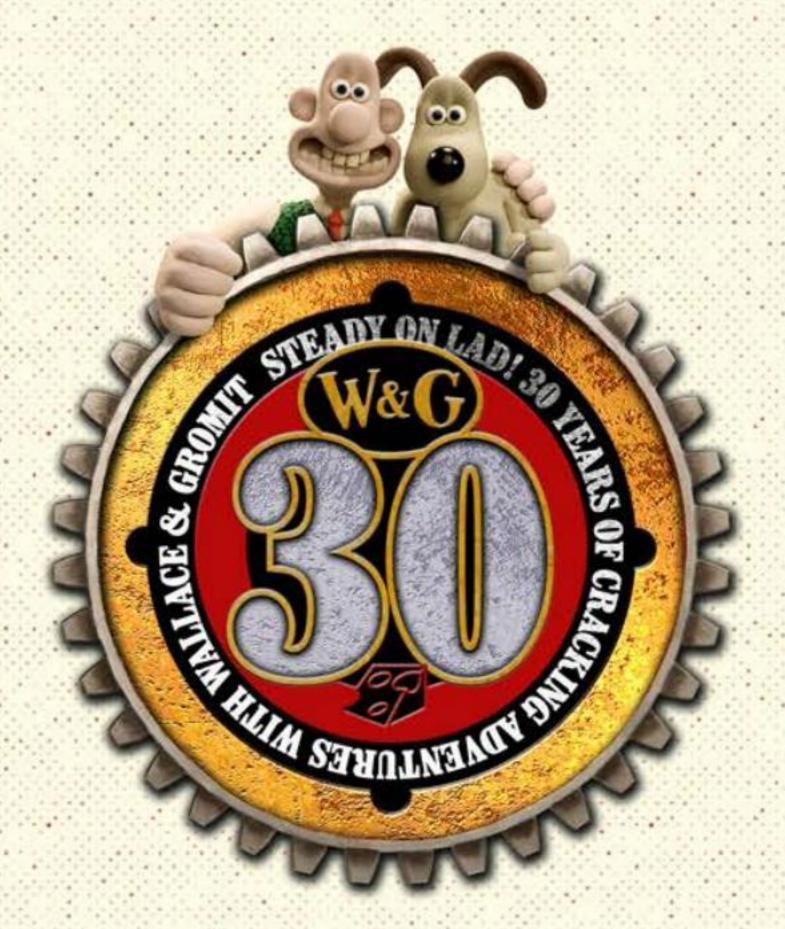
Five unsuspecting teenagers, transported from Earth into the middle of a sprawling intergalactic war, become pilots for five robotic lions to protect the universe from evil. Only through the true power of teamwork can they unite their lions to form the mighty warrior known as Voltron Legendary Defender. Led across the farthest reaches of space by an adventurous alien princess, our teens must put aside their differences, summon Voltron to stop the sinister Galra Empire from consuming the entire cosmos, and become the heroes they were meant to be.

CONSUMER PRODUCTS LAUNCH NETFLIX IN UK AND ITALY FROM SS18

GLOBAL VIEWS ACROSS DIGITAL AND CONTENT ON SOCIAL CHANNELS

EPISODE BROADCASTING FROM SEP 2017
ON POP + POP MAX
(UK) AND K2 (ITALY)





- 30 years anniversary licensing and promotional programme in 2019, building on character's British heritage
 - Brand new core style guide for delivery Q2 2018
 - Active online community with 1 million Facebook fans, 15 Million views on YouTube and over 14,000 IOS Sticker downloads
 - Brand new gift range with Ancestors Group. Further licensing opportunities in all key categories
 - Brand led charity 'A Grand Appeal' has raised over £40million since 1995. Brand new 'Gromit Unleashed 2' character arts trail in Bristol over Summer 2018
 - Key family ride at Blackpool Pleasure beach with half a million riders per year and bespoke retail shop

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1allace& Orom "We'll go somewhere where there's cheese!"



- Based on the children's favourite bedtime book written by Michael Rosen and illustrated by Helen Oxenbury. 11 million copies sold globally.
- Made with over 100,000 exquisite drawings, the half-hour animated special was produced by Lupus Films (*The Snowman* and *Snowdog*) & Walker Productions (*Tilly and Friends*) and commissioned by Channel 4 for key holiday periods. (It was also shown on E4 and More 4).
- Supported by a heavy weight on-air marketing campaign that reached 34 million people.
- The raft of voice talent includes Olivia Coleman (Broadchurch, The Night Manager), Pam Ferris (Matilda, Call the Midlife) and Mark Williams (Harry Potter, Father Brown). Michael Rosen himself plays the bear.
- The famous global #1 music artist, George Ezra wrote and recorded the song "Me & You" for the film.
- When it premiered in 2016 on Christmas Eve and Christmas day it became Channel 4's highest rated programme for 2016 hitting 8 million viewers.
- In 2017, it was repeated at Easter 2017 and was shown on E4 and Channel 4 over the Christmas festive period (at 6pm on the 25th Dec on E4, 7pm Channel 4 on the 28th Dec and again at 11.50am on the 30th Dec, Channel 4).
- A successful partnership with Whitbread (Table Table and Beefeater restaurants with an annual footfall of 22 million people) in December 2016 led to a repeat in April 2017. In just 4-6 weeks, 12,000 comments and 75,000 video views were generated.
- Premier Inn restaurants also came on board and ran activity from May end of July 2017.
- A complete back of pack takeover on 1 million Ready Brek packs, went on sale in May 2017.
- Brand plans for 2018 now include live experiences through partnerships with the Isle of Wight.
 This will be supported by a heavy weight marketing campaign reaching over
 10 million visitors.
- In addition, Intermusica will be promoting interactive music concerts worldwide at which families will be invited to watch the film on a big screen with the City of London Sinfonia performing the orchestral soundtrack live.
- Discussions are also taking place with other nature focussed tourist organisations to promote the brand values of outdoor family time and the fun involved in "Going For A Bear Hunt"!
- Licensing partners on board include Dennicci, Aurora, Cooneen, Paul Lammond games, Universal, All 4 Games and Portico Designs.

WALKER BOOKS www.jointhebearhunt.co.uk

For further information and details on licensing opportunities please contact the Walker Licensing team.

Walker Books Ltd. 87 Vauxhall Walk, London SE11 5HJ e: licensing@walker.co.uk • t: 020 7396 0909 • www.walker.co.uk

















Leading the way in licensed apparel.



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From the tragedy of terrorism in the UK and overseas, dramatic hurricanes and the solar eclipse, through to the turmoil of Brexit, the continued shock and awe of the US presidency and trying to understand Bitcoin, it's safe to say that 2017 had its highs and its lows. Retail, too, saw some big names on the brink, with Toys R Us being the latest to hit the headlines. But what of the licensing industry on the high street? LSB has conducted its first ever Licensed Retail Barometer in which retailers reveal how licensed merchandise performed in 2017, and the results make interesting reading.

ey retail buyers have revealed how things were for them in 2017, the results of which are revealed in the first ever **LSB Licensed Retail Barometer** of how the UK licensed merchandise market performed in 2017, the categories which have performed well, highlights of the year and retailers' expectations as we head into 2018.

And the results highlight that, while confident in the solid numbers licensed merchandise is providing, those in the licensed retailing arena are also very aware of the challenges that the industry is facing has we move through 2018.

While answers to the question 'how was your licensed business in 2017 compared to 2016?' were encouragingly evenly split between 'better' and 'same', responses to the 'how would you best describe the UK licensing industry today in one word?' ranged from 'exciting' and 'growing' through to 'discounted' and even 'agitative'.

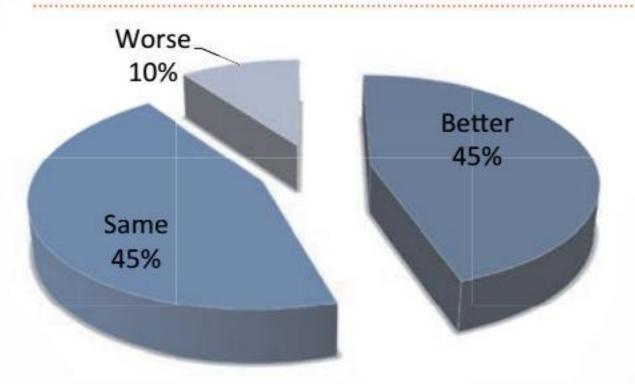
While the majority of our respondents are expecting marginal growth in their licensing business in 2018, the looming spectre of Brexit also has the largest percentage 'very concerned'.

However, brands including JoJo Siwa, Harry Potter, Moana, Beauty and the Beast, Rick and Morty and My Little Pony had retailers smiling, while growth is expected in the film, gaming and heritage categories going forward.

Ready? Then we'll begin...

How's business been?

HOW WAS YOUR LICENSED BUSINESS IN 2017 COMPARED TO 2016?



WHAT MAIN FACTORS HAVE HAD A POSITIVE EFFECT ON YOUR BUSINESS IN 2017?

- New licences
- Innovative and unique product ranges
- Social media and the internet
- Strong preschool and movie properties at significant times of the year
- Pop culture media releases and/or fan-focused content
- PR by licensors
- Appointing a licensing agency







magic light pictures get in touch to find out about

licensing opportunities

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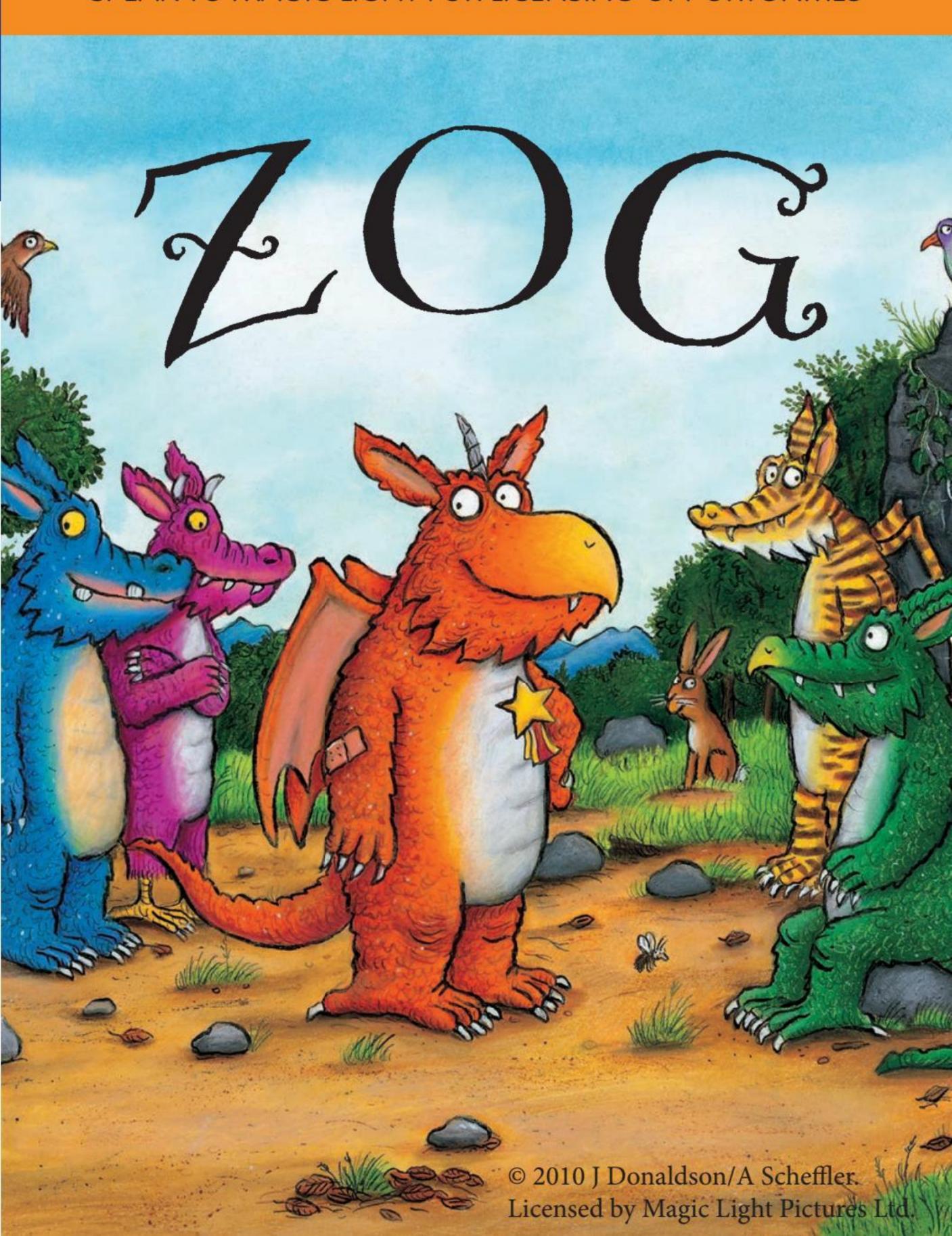








NEW FOR CHRISTMAS 2018 SPEAK TO MAGIC LIGHT FOR LICENSING OPPORTUNITIES





Licensees

Licensees are partners (usually manufacturers or retailers) who obtain a licence from the licensor to make and sell products bearing the licensed character or brand.

The following section is devoted to purveyors of licensed products and those whose products might be suitable for licensing.

If you are a retail buyer reviewing licensed products available or a licensor looking for new products for your licences, read on.

BLUES

CWI International (Holding) Limited

LEADING SUPPLIER IN ADULT / CHILDREN'S
OUTERWEAR , APPAREL

SWIMWEAR, NIGHTWEAR & UNDERWEAR
BRIGADE HOUSE, PARSONS GREEN, SWG 4TN
Tom Crompton - Tom.Crompton@blues1.co.uk



Adult Apparel



HIGH END COLLABS

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Childrens Apparel



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- **→** FOOTWEAR
- → ACCESORIES & BAGS



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Bedding













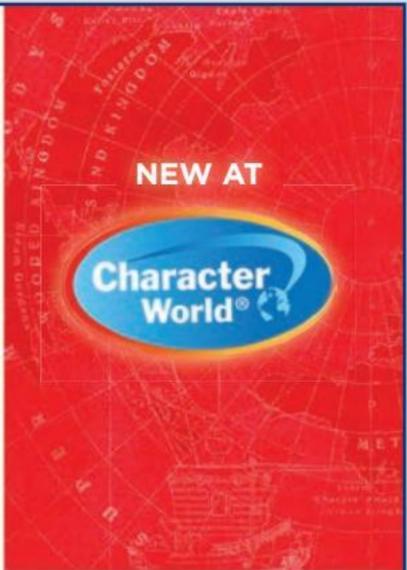






Bedding



















The good...

It's encouraging to see that, in a challenging year across retail as a whole, the majority of retail respondents reported their licensing business was better or the same as 2016.

Key to this positivity was the amount of **new licences** Above: JoJo Siwa has helped to reignite the girls' licensing space, according to a number of respondents.

and innovative and **unique product** ranges which launched during the year. Proof that, while retail space isn't infinite, if a property catches a retailer's eye then they will back it all they can.

Interesting too, is the impact that **social media and digital brands** are making on the retail scene.

Brands and personalities coming from this space, such as **JoJo Siwa** – more on her later – are really capturing the public interest, meaning that retailers are demanding more and more product.

WHAT MAIN FACTORS HAD A DETRIMENTAL EFFECT ON YOUR BUSINESS IN 2017?

- Counterfeit goods
- · Loss of value in the £pound
- · Unseasonal weather
- Discounting and tough competition on the high street
- High price points for product that is not innovative or value for money
- Rigidity of sourcing rights

And the bad...

Unfortunately, **counterfeit goods** was the stand out response to this question and the fight in this area certainly continues.

Perhaps not surprisingly, the loss in value of the £pound following the referendum vote to leave the European Union and the decline in consumer

confidence that

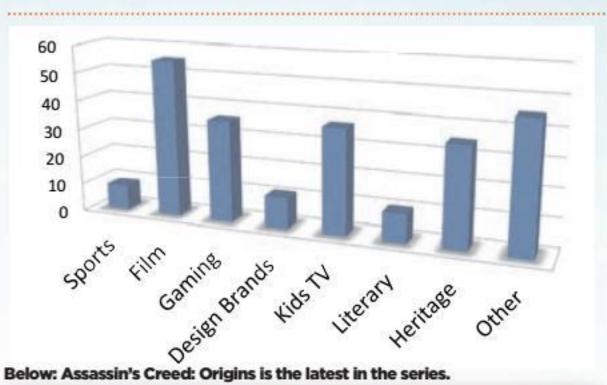
this has brought on, is also high in retailers' thoughts as we begin the journey



through 2018. This, of course, is an issue for all of retail, and is by no means licensing specific – likewise the very **British weather** and how this can affect sales.

Star performers

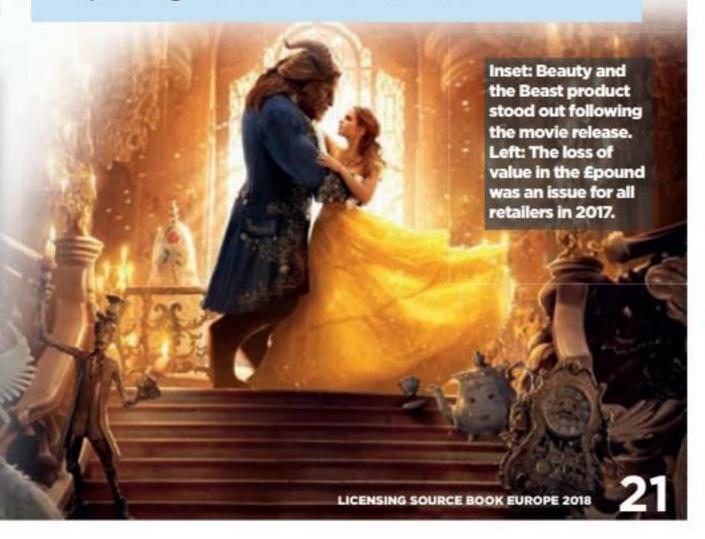
WHICH LICENSED CATEGORIES PERFORMED WELL FOR YOU IN 2017?



ORIGINS CONTRIBUTION CONTRIB

WHAT WAS THE LICENSING HIGHLIGHT OF 2017 FOR YOU?

- JoJo Siwa helping to revitalise the girls licensing category
- Universal properties Minions and Trolls
- · My Little Pony
- Beauty and the Beast
- · Harry Potter
- Disney properties Moana and Cars
- Peter Rabbit
- Huge growth in the video game product/merchandise space
- · Spending more time with licensors



Where will your dreams take you?















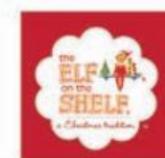




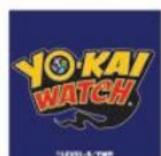




















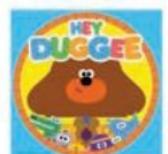














Creators Of Bedrooms...Weavers Of Dreams







OUT: MARCH 2018



OUT: MARCH 2018



OUT: MAY 2018

LAUNCHING THROUGHOUT 2018





STICK AND STYLE **DRESS-UP OUT: MAY 2018**



OUT: SEPTEMBER 2018





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For enquiries call: +44 1225 478 888 or email: uk_info@parragon.com

Children's Publishing

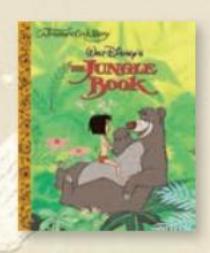
A Treasure Cove Story

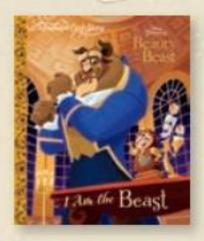
Storytime * Bedtime * Anytime,

Launches SPRING 2018

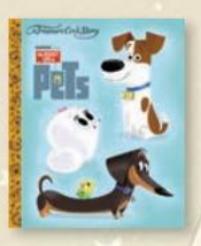


OVER 100 to collect!



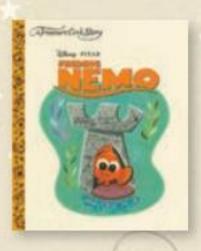




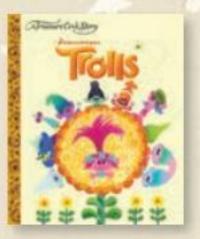


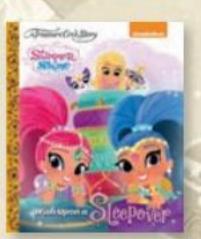


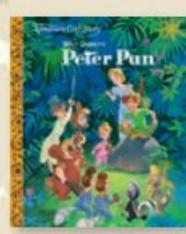






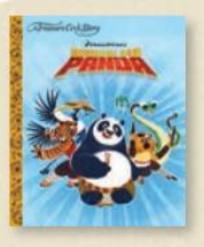














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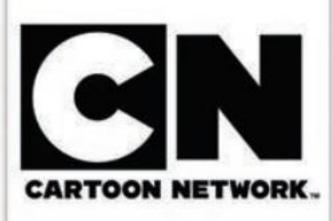




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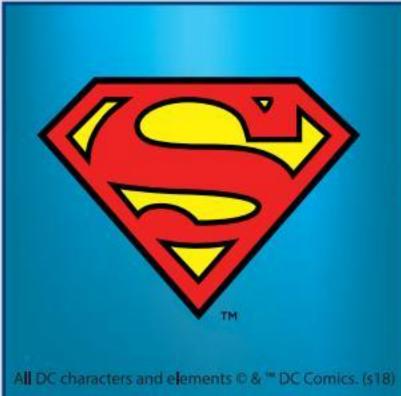


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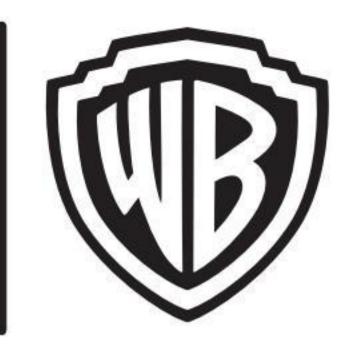
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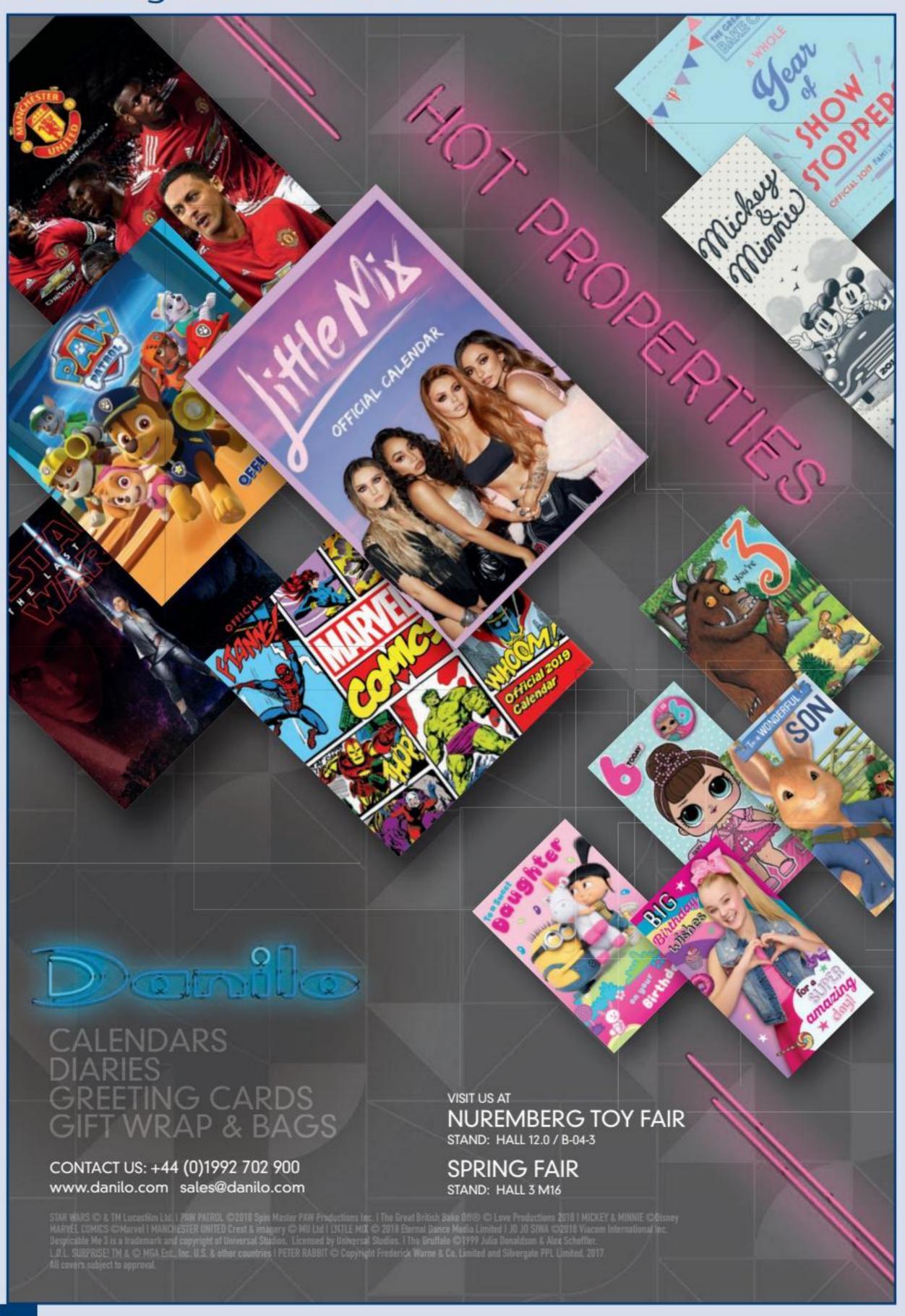


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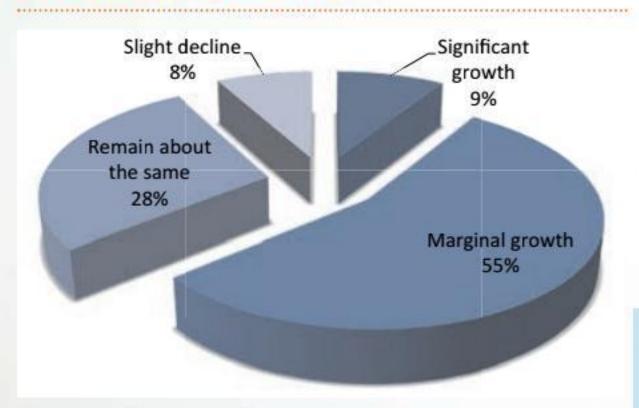


While film properties attracted high 'viewing figures' for retailers last year, it is encouraging to see such a good spread among other sectors, too. Both the gaming and heritage sectors are showing good numbers, underlining the fact that there is room for other brands on retail shelves – if they can find the right home.

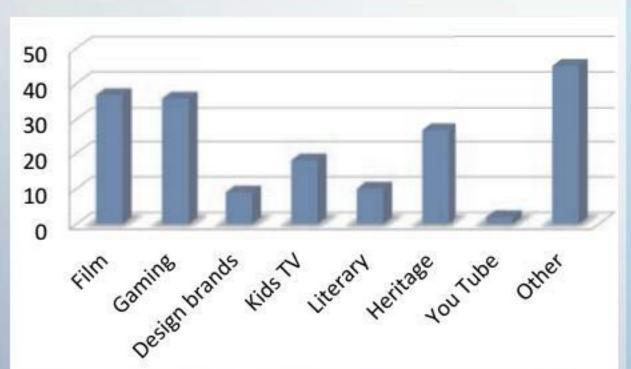
When it comes to licensing highlights, **JoJo Siwa** took the gold, with a number of respondents saying the YouTube sensation had helped to reignite the girls licensing space. Similarly, **My Little Pony** performed well thanks to some significant instore activations and **Beauty and the Beast** stood out following the movie release. One respondent said there was great product available across accessories, gifting and apparel for adults, with the retro movie artwork appealing to customers.

2018 business predictions

WHAT ARE YOUR EXPECTATIONS FOR YOUR LICENSED BUSINESS IN 2018?



WHICH LICENSED CATEGORIES HAVE THE POTENTIAL FOR THE LARGEST GROWTH IN 2018?





With 64% of respondents expecting growth in their licensing business (and another 28% expected to hold the line on 2016 levels), 2018 is looking pretty positive at this early stage.

Interestingly, heritage brands came out with a high growth expectation level - perhaps after the success they enjoyed in 2017 - ahead of kids' TV brands.

But perhaps the major swing here is properties originating from YouTube. Definitely a category to watch for all parts of the licensing industry.

Challenges

WHAT DO YOU SEE BEING THE MAIN CHALLENGE FACING YOUR LICENSING BUSINESS IN 2018?

- Less big blockbuster movie releases during the year.
- Increased competition from supermarkets and discounters.
- New licences and the longevity of consumers' appetite for them.
- Ensuring growth in the face of consumer spending nervousness.
- Innovative products showcasing good value for money.
- · Counterfeit goods.
- Establishing our brand identity





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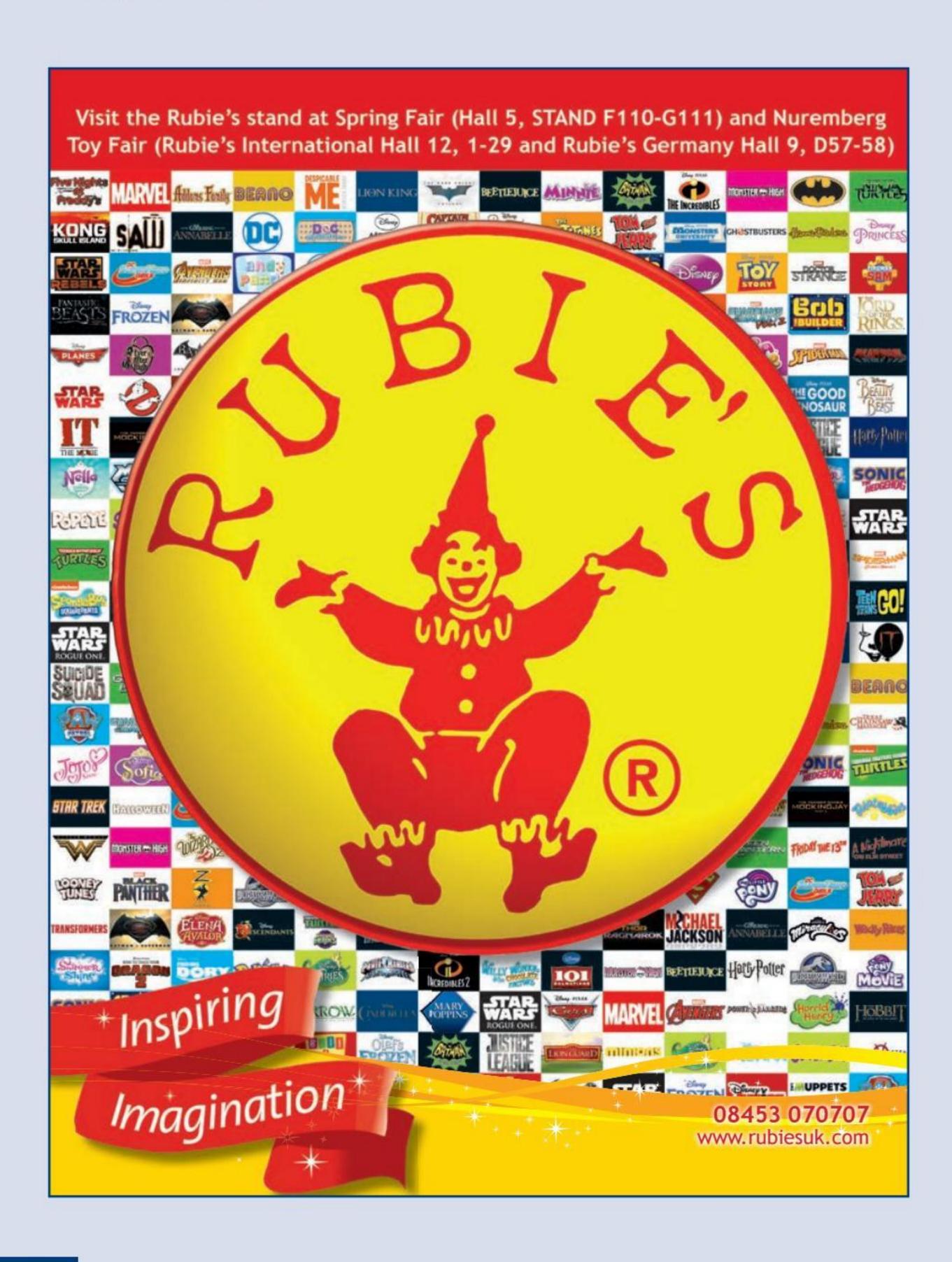


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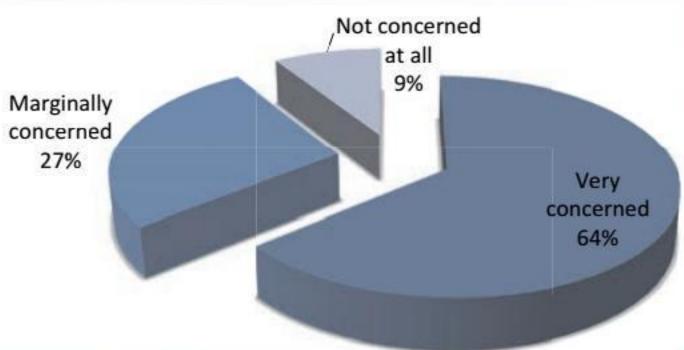
Party Products



Posters, Merchandising and Gifting



HOW CONCERNED ARE YOU ABOUT BREXIT?





Above: 64% of our respondents were 'very concerned' about Brexit.

WHAT ONE WORD WOULD BEST DESCRIBE THE UK LICENSING INDUSTRY TODAY?

The haul of blockbuster movies does naturally tend to ebb and flow, so it's understandable that after strong years in 2017 and 2016, retailers have noted this year's schedule might not have as many 'box office bankers'. However, even the potential of **Frozen** wasn't spotted at the beginning, so nothing should be written off just yet.

The importance of new licences is once again highlighted, as well as competition from other sources - certainly underlining to brand owners and licensees that retailers are looking for that point of difference and exclusive element.

And how the ongoing road towards

Brexit pans out is anyone's guess - and
concerns certainly aren't limited to licensed
merchandise.

Above: My Little Pony had a strong 2017, which included a number of collaborations with brands including Moschino.

Challenging

- Competitive
- Buoyant
- Confident
- Exciting
- Fragmented
- Growing
- Discounted
- Agitative

Considering the challenges being faced by retail across the board, it's understandable that stability and improved footfall came out on top for main hopes in 2018.

More personal statements such as 'increasing our range' and 'making the big, better' are ones which the retailer can have a direct impact on, and it's great to see such things coming to the fore.

And while words such as 'challenging', 'competitive' and 'fragmented' were selected to describe the licensing business by some respondents, it's also good to hear positive words like 'exciting', 'growing', 'buoyant' and 'confident' also picked to sum up the industry in a word.

A new hope

WHAT IS YOUR MAIN HOPE FOR 2018?

- Stability at retail and improved footfall.
- Successful new licensed launches.
- More product innovation in action/adventure aisle.
- · New strong licences for girlswear.
- Actions to remove counterfeit goods from the market.
- Focusing on making the big, better.
- To increase our range.
- New evergreen properties rising through.

Surveying the land

The LSB Licensed Retail Barometer was compiled from the views and experiences of retailers from right across the retail spectrum, including many of those who formed the judging panel of The Licensing Awards. The survey took place during December and early January though not all data had been collected for Christmas 2017 trade.

Posters/Calendars/Stationery



Posters/Calendars/Stationery



Toiletries





LICENSING



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The team behind LicensingSource.net has over fifty years experience in the licensing industry, and also own and organise The Licensing Awards, publish The Licensing Source Book Europe and an array of other market leading trade titles.

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Pitch Perfect - Universal

Pixie Lott - Bravado

PJ Masks - Entertainment One

Pokémon - Pokémon

Poldark - ITV

Polly Pocket - Mattel

Poppy Cat - Coolabi

Postman_Pat - Universal

Power Puff Girls - Cartoon Network

Primal Scream - Bravado

Prince - Bravado

Psy - Bravado

Purple Ronnie - Coolabi

Pusha T - Bravado

Puss in Boots - Universal



Queen - Bravado



R.Kelly - Bravado

Rae Sremmurd - Bravado

Rainbow Magic - CPLG

Rainbow Ruby - CPLG

Razorlight - Bravado

Rich The Kid - Bravado

Rick & Morty - Cartoon Network

Ringo Starr - Bravado

Rise of the Guardians - Universal

Rita Ora - Bravado

Rixton - Bravado

Roald Dahl - DRi

Robbie Williams - Bravado

Robozuna - ITV

Rod Stewart - Bravado

Rodger the Dodger - Beano Studios

Rollie & Friends - Those Licensing People

Ronan Keating - Bravado

Ronnie Wood - Bravado

Room on the Broom - Magic Light

Pictures

Magic Light Pictures - Rugby Football

Union

Ruckley - Rugby Football Union

Run DMC - Bravado

Rush - Bravado



Sade - Bravado

SafetySuit - Bravado

Sam Smith - Bravado

Samurai Jack - Cartoon Network

Sarah & Duck - BBC Worldwide

Saved By the Bell - Universal

Say Yes to the Dress - Discovery

Scarface - Universal

Scars on Broadway - Bravado

Scream Street - Coolabi

Sebastian Ingrosso - Bravado

SEGA - SEGA Europe

SEGA Retro Collection - SEGA Europe

Selena Gomez - Bravado

Semi Precious Weapons - Bravado

Sesame Street - CPLG

Sex Pistols - Bravado

Shania Twain - Bravado

Shark Week - Discovery

Shaun the Sheep - Aardman Animations

Shopkins - Bulldog Licensing

Shrek - Universal

Silversun Pickups - Bravado

Sing - Universal

Sixteen Candles - Universal

Ski Mask The Slump God - Bravado Skylar

Grey - Bravado

Sleepwave - Bravado

Slipknot - Bravado

Smashing Pumpkins - Bravado

Smiley Baby - SmileyWorld

Smiley Couture - SmileyWorld

Smiley Happy Décor - Smiley World

Smiley Happy Sports - Smiley World

Smiley London - SmileyWorld

Smiley Originals - SmileyWorld

SmileyWorld - SmileyWorld

SmileyWorld (Boys) - SmileyWorld

SmileyWorld (Girls) - SmileyWorld

Space Invaders - CPLG

Space: 1999 - ITV

Spandau Ballet - Bravado

Spirit - Universal

Star Trek - CPLG

Steve Angello - Bravado

Steven Universe - Cartoon Network

Stick Man - Magic Light Pictures

Stingray - ITV Studios GE

Stone Roses - Bravado

Strawberry Shortcake - DHX

Strictly Come Dancing - BBC Worldwide

Style Council - Bravado

Sugarhill Gang - Bravado

Sunny Bunnies - CPLG

Supercar - ITV

T

Take That - Bravado

Tamar Braxton - Bravado

Team England - Rugby Football Union

Teletubbies - DHX / CPLG

Tetley - CPLG

The 1975 - Bravado

The Adventures of Puss In Boots -

Universal

The Amazing World of Gumball - Cartoon

Network

The Beatles - Bravado

The BFG - DRi

The Country Diary of an Edwardian Lady

- The Copyrights Group

The Cure - Bravado

The Dandy logo - Beano Studios

The Deep - Warner Bros

The Gruffalo - Magic Light Pictures

The Gruffalo's Child - Magic Light Pictures

The Highway Rat - Magic Light Pictures

The Jam - Bravado

The Last Unicorn - ITV

The Magic Roundabout - Those Licensing

People

The Persuaders - ITV

The Rolling Stones - Bravado

The Saint - ITV

The Snowman™ - Penguin Ventures

The Snowman™ and the Snowdog -

Penguin Ventures

The Sports Merchandise and Licensing

Show - Chelsea FC

The Struts - Bravado

The Tide - Bravado

The Weeknd - Bravado

The Who - Bravado

The World of Beatrix Potter™: Peter

Rabbit™ - Penguin Ventures

The World of David Walliams - CPLG

Thomas & Friends - Mattel

Thompson Square - Bravado

Three Days Grace - Bravado

Thunderbirds - ITV

Timmy Time - Aardman Animations

Tiny Tatty Teddy - Carte Blanche

Tiswas - ITV

TLC - Discovery

Tomb Raider (video game) - CPLG

Tony Hawk - CPLG

Top Gear - BBC Worldwide

Tour de France - CPLG

Tove Lo - Bravado

Tower of London - Historic Royal Palaces

Travis Scott - Bravado

Tricky Dicky - Beano Studios

Trollhunters - Universal

Trolls - Universal

Tupac Shakur - Bravado

Turbo - Universal

Twickenham Stadium - Rugby Football

Union

Twirlywoos - DHX / CPLG

Tyga - Bravado

Type O Negative - Bravado



UFO - ITV Studios GE

Ugly Dolls - CPLG

Uncle Grandpa - Cartoon Network

Universal Monsters - Universal

Usher - Bravado



Verve Records - Bravado

Victoria - ITV

Village People - ITV

Vince Staples - Bravado

Volbeat - Universal

Voltron - ITV



Wallace & Gromit - Aardman

Walter - Beano Studios

Warriors - Coolabi

Watership Down - ITV

We Are The Fallen - Bravado

We Bare Bears - Cartoon Network

We're Going On A Bear Hunt - Walker

Books

Westlife - Bravado

Wheeler Dealers - Discovery

Where's Waldo - Universal

While She Sleeps - Bravado

Whitney Houston - Bravado

Woody Woodpecker - Universal

Worldeez - Those Licensing People

Wretch 32 - Bravado



Yale University - CPLG

Years and Years - Bravado

Yelawolf - Bravado

Young Guns - Bravado

Young Jeezy - Bravado



Zak Storm - Bulldog

Zou - Those Licensing People

Zuma The Dog - Those Licensing People





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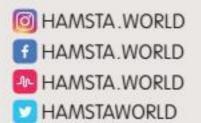




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Inset: This year's Cycle Challenge looks set to raise record amounts for The Light Fund.

Gearing Up



The licensing community is a real force to be reckoned with when it all pulls together, as evidenced by the enormous collective generosity and commitment shown towards The Light Fund charity.

As the £110,000 raised last year is put to good use - funding 23 very worthwhile charity projects - The Light Fund's 2018's fundraising has gone up several gears, as 90 members of the industry prepare for a gruelling 520 kilometre cycling challenge from Bristol to Dublin. LSB saddles up to keep up with the industry charity fundraising peloton.

Below: The 2018 Cycle Challenge looks set to be even more successful than the 2015 one.

he Light Fund has seen members of the licensing industry run marathons, swim round Malta, do skydives, sing their hearts out, pit their wits in quizzes, but this June marks the biggest fundraising effort to date in the charity's history – a four day cycle challenge from Bristol to Dublin that will take in the steep Brecon Beacons as well as the long route from Northern Ireland to Eire's capital.

At the time of LSB going to press, some 86 members of the licensing community had signed their names on the 'peloton', with a strong roster of leading brands supporting the initiative as sponsors.

The ride – which takes place from June 12-15 – is aiming to raise at least £150,000 for The Light Fund; more than doubling the highest sum raised for a single event in the charity's history.

The organising committee's Warren Traeger commented: "We have been overwhelmed with the interest, support and scale that this event has reached so far. With just over four months to go, this is the licensing industry's most ambitious fundraiser ever and truly emphasises the broad and supportive nature of our community."

THE LIGHT FUND 2018 CYCLE CHALLENGE SPONSORS INCLUDE:

- Gold Sponsors The Entertainer, Forever Collectibles, LicensingSource.net, Nickelodeon, PowerStation Studios, Sambro and Universal.
- Silver Sponsors Disney, eOne, Mercis, Poetic Brands, Rainbow Productions, Sanrio, Signature Gifts, Smyths Toys, Sutikki and Trademark Products.
- Refuelling Sponsor Bon Bon Buddies.
- Associate Sponsors BLE, Caroline Mickler Ltd, Rubies, Misirli, Watermelon Creative and VMC.

The Cycle Challenge organising committee comprises
Stephen Gould (Sutikki), Simon Gresswell (Sanrio), Ian Hyder
(LSB), Andrew Levy (LicensingPages), Hannah Mungo
(Universal), David Scott (Rainbow Productions), Anthony
Temple (Rainbow Designs/Dri), Warren Traeger and
Rob Willis (LSB). Alison Vellacott of Highlight PR is the
official PR sponsor.

Anyone wishing to either sign up as a rider, or investigate sponsorship, in the first instance can contact LSB's lan Hyder on ianh@max-publishing.co.uk





Inset: The ITV team

proved their brain

power as winners of The Light Fund

Quiz win.

Let's get quizzical

The Light Fund's most recent fundraising event saw 300 industry execs put their brains through their paces at Arsenal's Emirates stadium.

The annual 'Southern quiz' raised over £15,000 for the industry charity - with a posse from ITV licensing team, competing under the prophetically called ITVictory team name, winning the coveted victor's trophy.

Copyrights' Padding-Team came second, followed by Coolabi & The Gang.

At the other end of the table, the Bows & Hoes team from Nickelodeon finished in bottom place - becoming the proud owners of the stupendous 'Pants of Doom', which

were lovingly made by the Rainbow

Light Fund!

Productions team. Right: Light Fund committee member Robyn Cowling even went as far as baking cakes and cookies to raise money for The

Bottom: Those from Nickelodeon's Bows & Hoes team were 'proud' to

Far right: (Right-left) Arsenal's licensing manager Matt Gilmour with LSB's Ian Hyder and Light **Fund's Trevor Jones. Bottom right: Light Fund** treasurer Rainbow Productions' David Scott (right) with charity supporter Richard Hollis and Gunnersaurus, Arsenal's mascot.











Northern Light Fund 2018

Charity Quiz Night Tickets



Hotel Football has lots of areas for meetings and a discounted room rate of £99. For this rate please call 0161 751 0430 reference LIGHT FUND.

Other suggested accommodation:
Premier Inn, Old Trafford (premierinn.com)
The Copthorne (milleniumhotels.com)
The Lowry (enquiries@thelowryhotel.com)
Hilton Garden Inn, Emirates, Old Trafford.

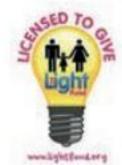
Tickets are £55 per person (inc VAT), includes food (menu to follow on booking).

Your name		
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confirm numbers. BACS details as fo	llows:	
Account name: The Light Fund	Acccount number: 50068357	Sort code: 20 96 89

Please send or fax the form to:

Max Arguile, GB eye Ltd, 1 Russell Street, Kelham Island, Sheffield S3 8RW Email: max@gbeye.com Tel: 0114 276 7454 Fax: 0114 272 9599







The Light Fund greenlights 23 charity projects

The Light Fund has now raised over £1.1 million, since its inception in 2004. Almost £110,000 was raised by the industry charity last year, resulting in 23 charities being given the 'green light' for a diversity of projects to go head to help men, women and children across the world. Trevor Jones, chairman of The Light Fund committee (and recently retired licensing director of Danilo), commented:

"It is brilliant how those in the UK licensing industry came together to raise so much money in 2017 which is now being put to good use, funding so worthwhile charitable projects, making a real difference to thousands of people's lives." The charities and projects benefitting from donations from The Light Fund as a result of the 2017 fundraising are:

- Alzheimer's Society to fund a research project to improve the diagnosis of dementia.
- Baby Lifeline to buy a bilirubinometer for the community midwifery department at Buckinghamshire Healthcare NHS Trust.
- Bliss to fund volunteers, known as Bliss Champions, who are the link between parents, unit staff and Bliss services.
- The Brain Tumour Charity to continue to provide the Brainy Bag to children faced with a brain tumour diagnosis in 2018.
- Bowel Cancer UK to make a significant contribution to establishing the first Bowel Cancer UK/Royal College of Surgeons England Research Fellow.
- Challenge Africa to build a training centre and toilets for communities around Lake Victoria in Kenya.
- Children's Brain Tumor Charity to support the Children's Brain Tumor Tissue Consortium.
- The Children's Trust to fund a new specialised bath at Jasmine House, one of the residential houses in Tadworth, that will benefit 12 profoundly disabled children.
- Children with Cancer UK to part-fund research into Wilms' tumour, a cancer of the kidney mostly affecting children under five.
- Dogs for Good to part-fund an assistance dog's training costs to benefit an autistic child on the waiting list for an assistance dog.
- Maggie's to fund the facilitation of four different support groups connected to female cancer charity Maggie's West London.

- MIND to fund a Local Minds arts-based project (through the Creative Therapies Grant Fund) to help people live with and recover from, at times, debilitating mental health problems.
- Motor Neurone Disease Association funding for a pilot project to provide group or 1:1 support sessions for up to 40 children affected by a family member with MND.
- Multiple Scierosis UK to fund a Functional Electrical Stimulus bike; a specialised exercise bike that uses electric currents to stimulate nerves.
 - New Horizon Youth Centre to part-fund the Social Enterprise Project (SEP), a business training programme, to be delivered to NH clients and local unemployed young people, that will support clients to set up their own business.
 - New Life Special Babies Unit to fund a hot cot for Queen's College Hospital in Nottingham.
 - Orchid Trust to fund an awareness raising campaign for testicular, penile and prostate cancers.
 - Railway Children to help fund

'open shelters'; open 24/7 on/near the platforms as a safe space within the community.

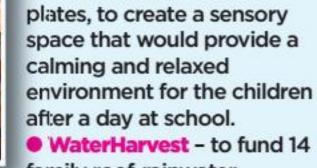
Spread a Smile - to provide five separate monthly visits to seriously ill children and teenagers at The Royal London Hospital, Whitechapel over a period of five months, by a variety of magicians, singers, fairies, face painters & art workshops.

St. George's Hospital Charity - to fund equipment for

The Children's Appeal which aims to transform the health and wellbeing of children and young people.

Variety the Children's Charity - to fund a playhouse, interactive waterfall and LEGO base plates, to create a sensory space that would provide a calming and relaxed after a day at school.

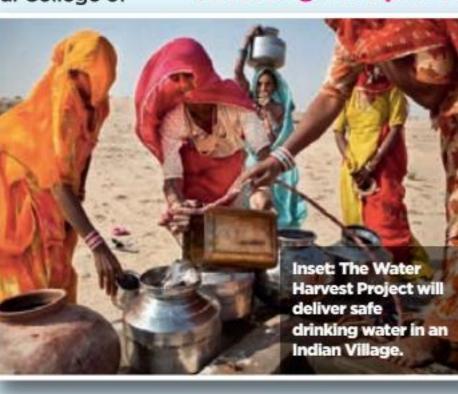
family roof-rainwater



systems in a village in India to capture safer rainwater for drinking and ensure sustainable drinking water at home, improve children's health, set girls free to attend school, and enable people to break the cycle of disadvantage.

Whizz-Kidz - to provide a bespoke powered wheelchair for a young person.







SOURCE BOOK EUROPE

this issue: CPLG Special

Publication

It's so long 2017, and welcome 2018... time for the licensing industry to shake off its collective Christmas and New Year hangover, dust off its resolutions, roll up its sleeves and get back to work.

While trading results for the key period were just beginning to come in as LSB went to press, our first ever LSB Licensed Retail Barometer has given us an indication into how the land lies as we begin the journey through 2018.

Our research highlighted that, while confident in the solid numbers that licensed merchandise is providing, retailers are very aware of the challenges that the industry is facing.

Encouragingly, answers to the question 'how was your licensed business in 2017 compared to 2016?' were evenly split between 'better' and 'same'. In addition, 64% of respondents are expecting growth in their licensing business this year - with another

28% expected to hold at last year's levels.

However, on the flip side, having already seen the loss in value of the £pound, Brexit is understandably a major concern for many, while counterfeit goods, discounting, increased competition and fewer blockbuster movie releases were also cited as some of the main challenges coming up for the year.

It's too early to make predictions, of course - and some things you really don't see coming - but overall our retailers seem

positive, if a little cautious. The message coming through is that they want to work with brand owners and licensees on growing the industry overall, as well as their own businesses – whether that's from encouraging new licences, working on in-store theatre and activations or exclusive ranges among others.

A strong retail contingent will be at the upcoming trade fairs, many having already made the trip to Hong Kong before heading to London, Nuremberg, Birmingham and, in some cases, New York and Australia, too.

Such a busy and buzzy start to the year is always welcome, with the fairs giving everyone the chance to regroup, see the latest toy and gift lines, network and get that all important feedback to how others are faring.

At LSB, we're looking forward to catching up with everyone at Toy Fair, Nuremberg and Spring Fair. We have lots planned for the year – kicking off with the B&LLAs on Thursday April 26 (don't forget to get your nominations in by Wednesday, February 21) – and there's much to look forward to in the next 12 months. We're looking forward to getting stuck in.

Jakki Brown, Ian Hyder, Rob Willis, Samantha Loveday, Fiona Pavely, Michelle Board and Keith Pashley.

lan Hyder - Joint Managing Director Jakki Brown - Joint Managing Director and Editorial Director Rob Willis - Publishing Director Fiona Pavely, Samantha Loveday, Michelle Board and Keith Pashley - Wordsmiths Extraordinaire Mark Grayson - Creative Director Tel: 020 7700 6740 Fax: 020 7607 6411 E-mail: ianh@max-publishing.co.uk Copyright 2018. The publishers cannot accept legal liability for any errors or omissions, nor can they accept responsibility for the standing of advertisers nor any organisation mentioned in the text. ISSN 1234 567.







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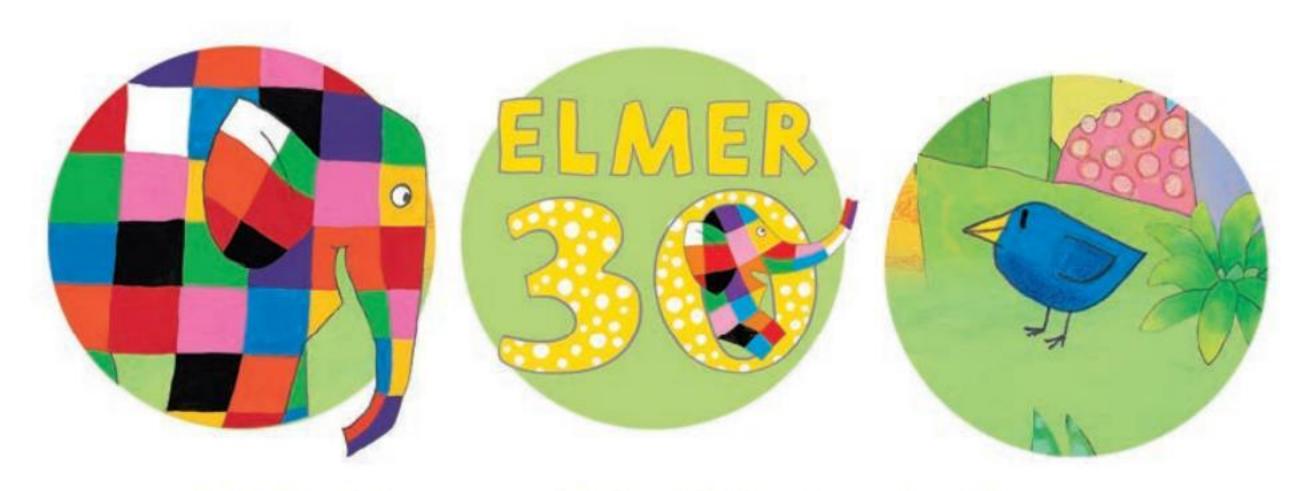
we tell the







2018 - celebrating 40 years of The Snowman™

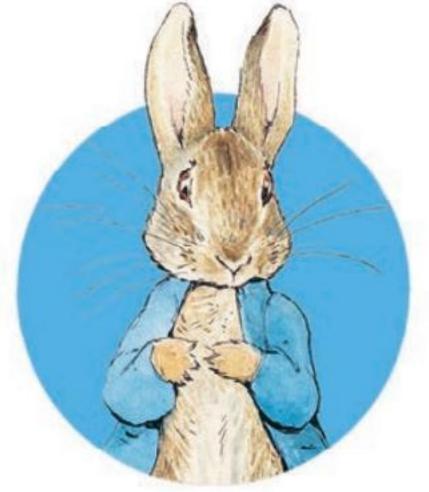


2019 - Happy 30th Birthday to Elmer, the patchwork elephant

For more information about our brands and for licensing opportunites please get in touch.

Ventures

complete story



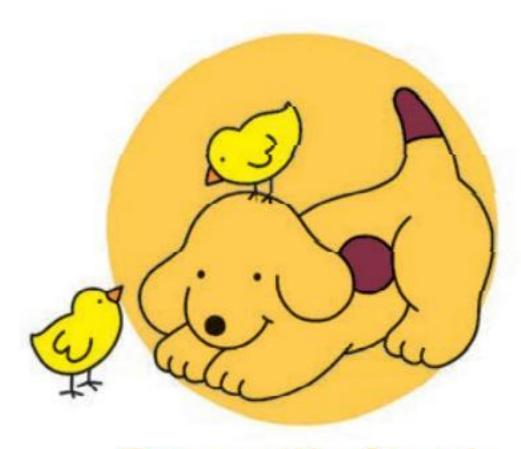
Peter Rabbit



Flower Faires



Ladybird Books
The Vintage Collection



Fun with Spot

Softlines: Jen Greenway - JGreenway@penguinrandomhouse.co.uk Hardlines: Anna Metcalfe - AMetcalfe@penguinrandomhouse.co.uk

It's a New Year and the UK licensing business is faced with a clean slate for the upcoming 12 months ahead.

LSB asked some industry faces to share their highlights for 2018, on both a professional and personal level – from new movie launches and tackling fresh business sectors, to cycling and running challenges and even taking up golf.

Below: David is hoping for some explanations in the upcoming Han

Solo movie.

The high life

Angeles Blanco, director of UK licensing, Beano Studios

"2018 marks Beano's 80th
birthday which is set to be an
epic year of celebrations and
collaborations. With some
amazing partners lined up, we'll
be growing our digital network

and licensing initiatives along with the global roll out of our new TV series

Dennis & Gnasher
Unleashed, it's going to
be a great year of
professional highlights
for all involved.

On a personal level, I am very excited and will be 100%

Above: Angeles is looking forward to seeing Spain crowned as World Cup champions in 2018.

excited and will be 100%
supporting my fellow licensing colleagues who will be taking part in the Bristol to Dublin cycle challenge, from the comfort of my sofa with a glass of Prosecco! Good luck and cheers to all taking part. Plus I'm certainly looking forward to Spain winning the 2018 World Cup..."

David Wootliff, commercial director, Pyramid International

"Where's my crystal ball? Hoping that we have a clear plan for **Brexit**. I feel we still have high levels in 'uncertainty' and I'm guessing we may still be in a Euro mess (a shame it's not an Eton mess).

I'm massively looking forward to the **Han Solo** movie, finding

out about Han's
claim that his
Millennium Falcon
"made the Kessel
Run in less than
twelve parsecs"
and understanding
how he became

HAN SOLO STAR WARE

the lovable rogue that we all adore.

Licensing will continue to be our focus at Pyramid and as a fan I'd really love to share some of the great new products and innovation that we are delivering for 2018, but maybe come and see us at Spring Fair."



"2018 is going to another very busy year for Danilo with lots of new exciting ranges launching featuring new licences and product formats. It's really exciting to be working on some classic licences such as **Roald Dahl** and **The Gruffalo**, as well as some really hot box office properties likes **Jurassic World 2**, **The Incredibles 2**, **Mary Poppins**, **Avengers** and **The Han Solo** movie. More will be revealed when we exhibit at Nuremberg and Spring Fair at the start of the year.

From a personal perspective I'm really looking forward to The Light Fund bike ride; it's a massive challenge for everyone involved, but will be a really big achievement when we reach the finish line in Dublin. I'm looking forward to a well-earned pint of Guinness at the end of it!"

Right: A well-earned Guinness after The Light Fund bike ride is already in Dan's thoughts.



Nikki Samuels, licensing director, Sambro

"2018 professional highlights include new Nickelodeon SLIME toy range global multi-territory deal; Sesame plush toy range; JoJo Siwa range of bows, bags, slippers, stationery and styling head; Hatchimals plush, stationery and bags; huge cross category range of Disney and Marvel stationery, novelties and bags; PJ Masks stationery range; Crayola back to school ranges; pan-European Jurassic World 2 novelty toy range; plus the opening of Sambro Germany and Sambro Italy.

Personally, trying to beat previous years fundraising for children's hospitals and charities; cycling across Italy for charity; and The Light Fund cycling trip from Bristol to Dublin.

Also, trying to do lots with my two boys - Harry, 15 and Jack, 12 - before it's not cool to be with their dad anymore!"

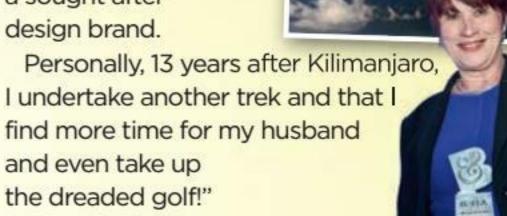


Above: Sambro's Nikki has a raft of new launches and licences planned for 2018.

Jane Evans, md, JELC

"Professionally, that at least one of our clients and/or licensees reap their rewards at the B&LLAs in April; that the National Gallery licensing will start

to challenge the V&A's number one position; and that I Like Birds starts to become a sought after



Right: Jane is looking for another trek after previously tackling Kilimanjaro.

Faye Jobbins, director, Tikiboo

"We have so many exciting projects in store, starting off with our new Tikiboo x Hello Kitty collection that we have worked on with Sanrio. We are also working on a launch party with Candy Crush which is going to be a fun fitness event. We are looking forward to kitting everyone out in our crazy leggings and seeing everyone jumping around in them.

Certainly, the biggest event is the London Marathon. We have the Mr Men Little Miss Marathon collection coming to coincide with the big event, and I will be running to raise money for our chosen charity. As partners of Mr Men Little Miss and Children With Cancer, we are donating £1 from every

Above: Faye wants to put Tikiboo on the map with

licences including

Candy Crush.

Our main aim for the year is to grow the business and continue to expand our range, putting Tikiboo on the map."

Vicky Hill, licensing director, **Bulldog Licensing**

"A highlight for 2018 will be seeing programmes launch for our recent acquisitions including Dinosaur

Roar, Match Attax and Zak Storm. **Licensing Expo** and Brand **Licensing Europe** are always highlights, with a

chance to discover new opportunities, present our brands and catch up with industry friends."

Above: BLE is always a highlight of the year for Bulldog's Vicky.

Kim Bown, director, Misirli

product sold to this charity.

"There have been too few highlights over the last 12 months, especially because of Brexit. The highlight I am looking forward to is the upturn in business, every indication that people are becoming less cautious and a bit more committed to getting on with building a better, stronger and hopefully positivity returning more profitable trading environment. I can't wait for the positivity to return and believe we should all have a much healthier AW18 onwards.



Above: Misirli's Kim is looking forward to and people becoming less cautious.

On a personal note, I can't believe my daughter is driving age - I'm clearly not old enough. I am looking forward to her passing her test and picking Gary and



Sarah Fletcher, founder, Maximum Licensing

"Personally, I am looking forward to my role as associate lecturer at The London College of Fashion expanding. In spring, I will mentor and then judge students on a real life retail consultancy project. Professionally, a key highlight will be the announcement of Maximum Licensing representing a new brand and successfully launching at retail."

Left: Sarah is sharing her retail knowledge at The London College of Fashion.

me up from the pub..."



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coolabi

Katie Price, licensing director, Hachette Children's Group

"For me, highlights for 2018 will include a wider roll out of product for PJ Masks and a bigger range of publishing from us to take this brand to the next level.

Our licensing out is also really growing. **Enid Blyton** merchandise has got off to a great start with Bulldog and there's so much more to come. I can't wait to see all the new categories launch, especially the dress up from Smiffy's for **World Book Day**.

I will be half way through my third year working at Hachette in 2018. I feel very proud to work here - Hachette is such a forward thinking, supportive and exciting place to be right now and every day I still think 'wow' when I walk through the door. My older daughter Orla will also be turning ten, which I can't really get my head around!"



Right: Hachette's Katie will be looking at more licensing out activity.

Stephanie Griggs, licensing and design director, Roald Dahl Literary Estate

"Professionally, I think that one of the biggest highlights of 2018 will be **World Book Day**. I am staggered at the growth and momentum that it demands each year – and 2018 for the Roald Dahl brand is looking to be the biggest ever, likely to be matched only by 2019.

We've got some really great cross-category activity lined up for Q1, including our dress-up range which has grown from four to 14 Roald Dahl characters, nightwear and, of course, new publishing – all of which will be amazing to see at retail. Personally, I am looking forward to promising myself to drink less red wine and go to the gym more, and doing neither. Why? Because it's nice to try!"

Above: New Roald Dahl dress up for World

Above: New Roald Dahl dress up for World Book Day will be a highlight for Stephanie.

Bethan Garton, retail and brand director, The Point.1888

"Having joined The Point.1888 in October last year, my number one 2018 highlight will be working with the **new expanded team**. The Point has gone

from strength to strength since it formed and I am over the moon to be part of it.

Another highlight is working on such a great range of brands from the phenomenal L.O.L and Little Tikes to Tate and Corinthian.

On a personal level, my little boy will start school in 2018 - a major milestone for a little one and I can't wait to see him in his cute little school uniform."



Above: Bethan can't wait to get working on The Point.1888's range of brands.

Adam Bass, director, Golden Goose

"New clients, new deals and more exciting leftfield licensing."

Right: Adam is further looking to build the Golden Goose portfolio.



Ian Wickham, director, Licensing Link Europe

"For the team at Licensing Link Europe, 2018 is panning out to be a very exciting year indeed. From the get go in January, we'll have **UK Toy Fair** where **Click Distribution** will be presenting their fantastic **Molang** range for the first time in the UK, plus **TOMY** will be further adding to their Molang plush and collectables ranges.

Blueprint and our apparel partners will then be launching product at retail across the year before we hit BLE, where the plan is to build on the success of 2017 with a bigger, better stand presence at the show. How do we follow that? With a global launch of Robot Wars toys from Innovation First to cap the year off. Something to look forward to from start to finish."



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These annual awards reward excellence in product innovation, brand licensing management as well as retail execution.

The 2018 awards will take place during a lunch time ceremony at the luxurious Dorchester Hotel, Park Lane, London. The awards afternoon takes place on Thursday 26th April 2018 where the winners will be announced at a spectacular awards lunch that includes a cocktail reception, lunch, the awards ceremony and entertainment.

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HAPPY

Award Winning

Bottom left: Matt Winton from Smiley picking up his award last year. Below: Smiley has signed a DTR with Moonpig for greeting cards.

Smiley Faces All Round

Last year Smiley scooped a dual win as the Best Licensed Lifestyle Brand and the Best Licensed

Fashion Accessories or Lifestyle Product Range and it has propelled the brand into an extremely successful year, according to marketing director, Matt Winton. He describes the double accolade as "incredible really", adding, "we've spent years working on being the standout lifestyle brand in the licensing industry and to achieve this industry recognition was

> a major vindication of our strategy and a huge compliment to every member of our amazing team at Smiley."

Daniel McGeehan, brand director of Smiley comments on how the win has played a part in the company's longterm strategy for the development of the brand: "While it's maybe not directly attributable to our successes this year, we view it as just another key

> ingredient in this. We've had another mega year in the lifestyle sector, signing longterm partnership renewals with Anya Hindmarch and Selfridges in the adult luxury tier, we've launched a full collection with Olivier Baby and also Smiley Originals into Children's Salon in the upscale segment of the children's market."

The company has also had a massive year in music as well, launching hugely successful new collaborations with Pretty Green and Palladium to create festival-themed

> ranges that sold out at retail in weeks.

"We also had a major festival activation with Claire's Accessories at Isle of Wight featuring key bloggers, influencers and even backstage artist gifting," says Matt. "We collaborated with Ed Sheeran

on his amazing new album Divide. Ed designed an exclusive Smiley with the help of Damien Hirst, that

Above: The Ed Sheeran Smiley album cover.

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was used on his album and promo. We've also just signed a deal with Atlantic Records to co-create the next music video with Paramore. Pretty rock and roll!"

Next year the brand will celebrate the 30th anniversary of one of the biggest landmarks in British youth counter culture 'The Summer Of Love 88/89', a seismic period in the progression of electronic dance music and a massive part of the Smiley story. "We have some amazing co-creation projects across multiple categories to celebrate this with, from fashion gods to electrical giants," promises Matt.

A Toast to Success

Winning the award for Best Food & Drink **Brand Licensing** Campaign has been great, according to lan Downes, md of agency Start Licensing which represents Britvic.

"The licensing programme has been up and running for six or seven

years - it really is the product of a collective effort," says Ian. "Since the awards our existing licensees have consolidated their market position, many achieving new listings. A good example is Streamline Foods; it has launched Fruit Shoot fruit snack bars - which have been listed in Tesco.

"Another is lip balm licensee Crackerjack which has developed gift packs featuring Tango and J20 lip balms for Christmas securing strong listings. We have also signed a couple of new licensees - one for composite gifting in 2018 and another for tinware products."

As far as plans are concerned for the coming year, Ian reveals that he would like to add some apparel



and accessories to the mix. "It is also worth noting that Britvic has a fabulous archive of old advertising, packaging and products," he adds.

Above & left: Licensing for Britvic brands Tango and Fruit Shoot has gone from strength to strength in 2017.

In and Out With FatFace

FatFace was the proud winner of last year's Best High

Street Fashion Brand Licensed Retailer Execution for the work that was done with the Volkswagen Campervan and Beetle brand.

"We were over the moon and enjoyed the fantastic afternoon of entertainment and hospitality," says Gabrielle Sims, head of licensing, commenting on the win.

Since the awards, Gabrielle has joined FatFace from IMG where she managed the VW brand and she now manages all FatFace licensing, that includes licensing in and licensing out the brand.



Above: Gabrielle Sims says there are exciting times ahead for the FatFace brand.

The B&LLA award FatFace won was mainly from a licensing in perspective and working closely with the licensee, but Gabrielle explains that licensing out is also a major focus. "But we do have some exciting new licensing in opportunities/launches happening next year and more work planned for VW," she points out.

From a licensing out perspective the brand already has four partners that it is in the process of signing in key areas, supplying not only FatFace stores, but also mid to high-end retailers. "There are more in-depth conversations being had and what seems like exciting times ahead," she promises. "Our handwriting, creative and branding is so strong. We offer something very different in the market place and we ensure that we are sending the right message to our customer in everything that we will do in licensing."

B&LLA's Welcomes New Category

There's not long to get your entries in for the third Brand & Lifestyle Licensing Awards - remember the deadline is Wednesday, February 21st.

Don't forget that we've introduced a new category this

year - the Inspired Innovation Brand Licensed Product or Range Award aims to recognise truly inspired product creation involving a brand licence. Says Jakki Brown, joint managing

director of Max Publishing, which



LICENSING







organises the event: "This category has been introduced to really celebrate the very best brand licensing has to offer and we can't wait to see all the entries for this new award."

The entry and nomination process for all categories is free and via online submission and following this a validation for each of the awards sections will take place, involving panels of industry experts pertinent to the categories.

Brand Licensing Europe was quick to re-commit as the headline sponsor of the Brand & Lifestyle Licensing Awards, while trade body LIMA is also lending its support once again.

The winners of the Brand & Lifestyle Licensing Awards 2018 will be unveiled at a lavish afternoon event held at The Dorchester, Park Lane, London on Thursday April 26 2018, which will be attended by over 400 retailers, licensees, brand owners and licensing representatives.



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2017 was another busy year at the movies, from The LEGO Batman Movie in February, through to Star Wars: The Last Jedi in December. LSB takes a look at some of the movies hitting cinemas in 2018 which are likely to cause a stir in the licensing world.

Early Man (January)

A plucky cave man named Dug
(voiced by Eddie Redmayne) and
his sidekick Hognob must unite
their tribe against a mighty enemy the Bronze Age - is the synopsis for
the eagerly awaited latest from
Nick Park; his first feature film since
Wallace & Gromit: The Curse of the
Were-Rabbit. Early Man continues
the production partnership

between Aardman and StudioCanal, and expect a solid showing on the licensing side, too.

Ancestors Group is among the partners, on board for giftware and collectables.

Fifty Shades Freed (February)

The third and final instalment in the Fifty Shades trilogy arrives with the tagline 'Don't miss the climax'. Those who have read the books - and probably a lot of those who haven't due to the media hype - will know the story, of course, but for the licensing business this



is a chance to show how to successfully work with a risqué brand. Caroline Mickler Ltd has been responsible for building a solid licensing programme around the brand. Companies including Lovehoney and luxury lingerie specialist Coco der Mer have both previously produced ranges.

Fantastic Beasts: The Crimes of Grindelwald (November)

The first movie went down a storm at the box office, taking over \$800 million worldwide, so it's no wonder the expectation and excitement - many months away from its release - surrounding The Crimes of Grindelwald is off the scale.

Eddie Redmayne, Johnny Depp and Zoë Kravitz among others all star, while after being name-checked in Fantastic Beasts and Where to Find Them, the future headmaster of Hogwarts - Albus Dumbledore, played by Jude Law - makes his debut. A stellar cast and expect a stellar CP programme to match.

Avengers: Infinity War (April)

When the first trailer for Avengers: Infinity War dropped in December 2017, it became the most viewed trailer in a 24-hour period, with **230 million** earned views.

Spanning the entire Marvel Cinematic Universe,



the movie has apparently been ten years in the making. Expect this to takeover retail for some time.

Left: The Avengers franchise has become a licensing staple.

Barbie (August)

Not much is known yet about the live action feature film based on the iconic Mattel fashion doll, although it was highlighted by Sony Pictures Consumer Products at last year's Brand Licensing Europe.

Mixing animation with live action, the story apparently follows Barbie after she was evicted from Barbieland. After scheduling conflicts meant that Amy Schumer had to pull out of the lead role, internet rumours have put Anne Hathaway as the replacement.

Solo: A Star Wars Story (May)

The second standalone 'Star Wars Story', Solo has been named by numerous licensees as the one they're waiting for this summer.

Directed by Ron Howard, and starring Alden
Ehrenreich as Han Solo, internet reports have suggested
it is set around ten years prior to the events of A New
Hope. As you might expect, details are being closely
guarded, but will we get to see the card game in which
Han won the Millennium Falcon from Lando and the
infamous Kessel Run?

Right: Solo is hotly tipped and eagerly awaited by fans and licensees alike.



Below: Fallen Kingdom will be backed with a heavyweight CP programme.

Peter Rabbit (March)

The live action CGI film adaptation of Peter Rabbit

from **Sony Pictures** is eagerly awaited and has already notched up plentiful national media coverage.

The oldest licensed character in history, the programmes for Peter Rabbit Classic and TV are well established (by Penguin Ventures and Silvergate), and the film will no doubt add a further halo push through spring/summer 2018.



Above: An all-star voice cast brings Peter Rabbit and his friends to life.

James Corden lends his voice to Peter Rabbit, while other voice talent includes Daisy Ridley (Cottontail), Margot Robbie (Flopsy), Elizabeth Debicki (Mopsy) and Sia (Mrs Tiggy-Winkle). Meanwhile, Rose Byrne stars as a fictional version of Peter's creator, Beatrix Potter.

Right: Black Panther went down a storm at D23 Expo last year.

Jurassic World: Fallen Kingdom (June)

Jurassic Park is the fourth highest grossing film of all time, taking \$1.7 billion globally. The campaign for Jurassic World: Fallen Kingdom will run alongside the **25-year celebration** of the original Jurassic Park film, reminding fans of its iconic status and offering another way for them to engage with the brand.

Toys from Mattel will play a key part, while the apparel category is also likely to be strong. Universal Brand Development's Hannah Mungo previously told LSB that the company is making the huge franchise the 'right size for every opportunity at retail and beyond'.



Black Panther (February)

The latest Marvel character to get a solo film outing, Black Panther made his cinematic debut in Captain America: Civil War.

The character initially debuted in an issue of Fantastic Four back in 1966 and was the first black superhero in mainstream American comics. He is the alter ego of T'Challa, the king of Wakanda, who spends his nights battling Dr Doom. Following a strong reception at the D23 Expo last year, there are high hopes for this one.

Incredibles 2 (July)

The Parr family are back this summer, having taken the originally mooted release date for Toy Story 4 in the **Disney-Pixar** schedule.

The original movie grossed more than \$633 million worldwide in 2004 – at the time it posted the second biggest opening of all time for an animated movie and went on to win two Oscars.

Teaser trailers have gone down well with audiences, and it's been reported that the sequel will begin a minute after the events of the first film.











EUROPE, MIDDLE EAST & AFRICA:



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Your guide to some of the big movies hitting cinema screens throughout the year.

Film title	Studio	Release Date
Coco	Disney	January 2018
Early Man	StudioCanal/Aardman	January 2018
Fifty Shades Freed	Universal Pictures	February 2018
Black Panther	Marvel	February 2018
Tomb Raider	Eidos/MGM	March 2018
Peter Rabbit	Sony Pictures	March 2018
Pacific Rim Uprising	Legendary Entertainment	March 2018
Avengers: Infinity War	Marvel	April 2018
Gnomeo & Juliet: Sherlock Gnomes	Paramount	May 2018
Solo: A Star Wars Story	Disney/Lucasfilm	May 2018
Deadpool 2	Marvel	June 2018
Jurassic World: Fallen Kingdom	Universal Pictures	June 2018
Ant-Man and the Wasp	Marvel	June 2018
Incredibles 2	Disney-Pixar	July 2018
Hotel Transylvania 3	Sony Pictures	July 2018
Barbie	Sony Pictures	August 2018
Christopher Robin	Disney	August 2018
The Jungle Book	Warner Bros.	October 2018
Goosebumps: Horrorland	Sony Pictures	October 2018
X-Men: Dark Phoenix	Marvel	November 2018
How The Grinch Stole Christmas	Universal Pictures	November 2018
Holmes and Watson	Columbia Pictures	November 2018
Fantastic Beasts: The Crimes of Grindelwald	Warner Bros.	November 2018
Ralph Breaks the Internet: Wreck It Ralph 2	Disney	November 2018
Spider-Man: Into the Spider-Verse	Marvel Animation	December 2018
Aquaman	Marvel	December 2018
Mary Poppins Returns	Disney	December 2018
The LEGO Movie Sequel	Warner Bros.	February 2019
Untitled Playmobil Movie	Pathé	February 2019
How To Train Your Dragon 3	Universal Pictures	March 2019
Captain Marvel	Marvel	March 2019
Dumbo	Disney	March 2019
Minecraft	Warner Bros.	May 2019
Toy Story 4	Disney-Pixar	June 2019

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The tale of the till

Left: Alice Liveing has launched a 42-piece collection with Primark. Bottom: Sinead Byrne (left) presents the Smyths cheque to Amit Aggarwal.

From collaborations with social media stars and new pop ups, through to apparel exclusives and fundraising success, the autumn/winter season has certainly been eventful so far at retail level. LSB rounds up some of the latest happenings.



Above: Rio's new Sports Direct range is called FIVE.

Sports Direct signs Rio

Former England and Manchester United footballer turned pundit **Rio Ferdinand** has teamed up with **Sports Direct** to launch a new clothing collection.

Called **FIVE** - the number Rio wore on his shirt during his playing career - the range is available exclusively at the retailer.

It includes hoodies, tees, sweat pants and snapbacks in a variety of designs. Sports Direct's head of influencer marketing, Barney Jones, said: "Collaborating with Rio on his exclusive, new collection was a privilege. Rio is an inspirational figure who leads by example."

Alice heads to Primark

Primark has revealed its latest collaboration with a social media star - teaming up with popular fitness blogger Alice Liveing for a new range of sportswear.

The 42-piece collection includes a mix of athleisure and performance wear. It is inspired by Alice's ethos that fitness and wellbeing is for everyone, reports Fashion United.

Items include reflective crop tops, quick dry mesh leggings and athleisure lines with statement prints such as multi coloured cameo, with sizes ranging from six to 20.

Alice – who is the author of the Clean Eating Alice series of books – announced the news on Instagram to her 611.000+ followers.

Smyths fundraises for GOSH

Smyths Toys has raised £125,000 for Great Ormond Street Hospital Children's Charity.

The funds came from the sale of its plush toy **Snot** and a book of his adventures from the retailer's 2017 brand ad campaign.



Sinead Byrne, joint head of marketing at Smyths Toys, presented the cheque to Amit Aggarwal, director of corporate partnerships at GOSH (pictured).

Amit commented: "We are absolutely thrilled to have Smyths Toys' support this Christmas. This donation will make a real difference to seriously ill children from across the UK being treated at Great Ormond Street Hospital. We are extremely grateful to Smyths Toys and its customers for their generosity."

Star Wars apparel success for retail

Busy Fashion UK worked with leading retailers Next, Sainsbury's and M&Co on a number of creative executions to mark the arrival of Star Wars: The Last Jedi.

The licensee's designs offer a mix between the classic Star Wars and contemporary interpretations, giving more choice and availability to the childrenswear ranges at the respective retail brands.

The clothing ranges - which include children's tops, sweatshirts, leggings, loungewear and more - are all available to buy online and in-store across the UK and include metallics, sports luxe, embossing, plus a variety of new techniques and fabrics.

Right: One of the examples of Fashion UK's Star Wars apparel.



TRU to begin store closures

Toys R Us has confirmed that it will begin closing UK stores from spring 2018, with at least 26 stores earmarked. Among the stores closing will be outlets in Bradford, Cambridge, Doncaster, Exeter, Leicester, Plymouth, Shrewsbury, Tunbridge Wells, Watford and York.

Once the closures begin, TRU will look to redeploy staff to smaller 'more interactive' stores. However, it has been reported that around 800 jobs - a quarter of its workforce - are at risk.

The parent company of the toy chain filed for bankruptcy protection in the US in September.

Steve Knights, TRU's UK md, commented: "Like many UK retailers in today's market environment, we need to

transform our business so that we have a platform that can better meet customers' evolving needs.

"The decision to propose this CVA was a difficult one, but we (are) determined it is the best path forward to make essential changes to the business."



Right: At least 26 TRU stores will close in the spring.

Uniqlo adds Rubik's

The Smiley Company has secured a deal with Uniqlo which will see the retailer create a range of t-shirts inspired by the **Rubik's** brand.

Hitting retail in early 2018, the streetwear inspired prints will launch across Uniqlo's global distribution network of over

1,500 stores.

It further underlines the demand for Rubik's product outside of traditional channels. Smiley ceo Nicolas

Smiley ceo Nicolas
Loufrani commented:
"I'm really pleased to sign a
deal with Uniqlo, who are
one of the coolest
multiples on the high

street today and also producing great quality products."

Santoro pop-ups in Leeds

Santoro London has enjoyed success with its seasonal pop-up store in Leeds.

The lifestyle brand opened the outlet in November in the city's Victoria Gate for five weeks.

It marked the first time in the company's history that it has opened a temporary store during this period.

Santoro already has a permanent store in Bath.

The Leeds store stocked Santoro's brands including the **Gorjuss** collection and 3D paper engineered pop up collections, **Poppi Loves**. In addition, it also teamed with recently launched sister company and luxury brand, **Santorus**, to offer a selection of its stationery and velvet accessories.



Paddington lands at Heathrow

Customers at

Heathrow's Terminal 3

will now get the
chance to take

Paddington Bear
home with them.

A pop-up shop has opened in the departures lounge for six months, stocking a

host of products including collectables, gifts, books, souvenirs and toys.

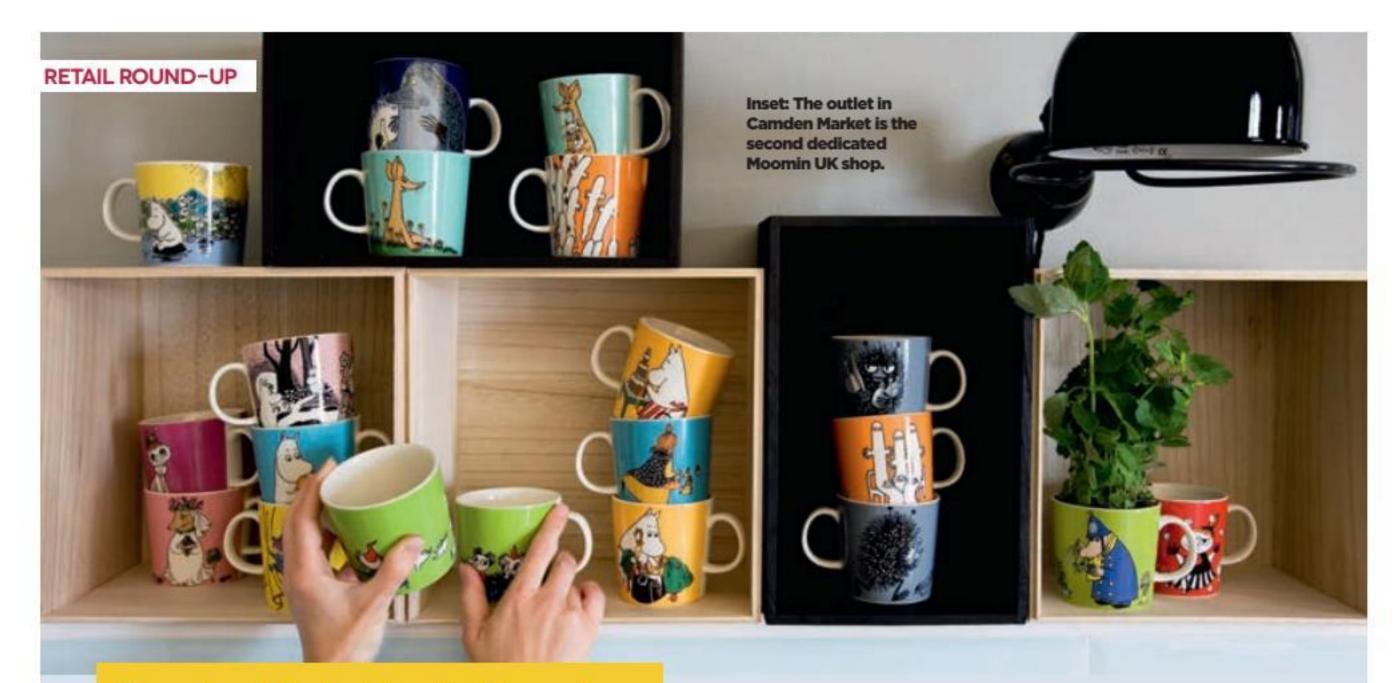


Above: Paddington has taken up residence at Heathrow's Terminal 3 for six months.

Nicholas Durbridge, chairman of The Copyrights Group, said: "Terminal 3 is visited by nearly 18m passengers from all over the globe every year and we are thrilled to be partnering with Heathrow on the first official Paddington pop-up at the airport.

"Paddington is a hugely iconic British brand with recognition around the world and Heathrow felt like the natural place to have a Paddington shop. We are looking forward to working with Heathrow on this exciting project."

Chris Annetts, retail and service proposition director at Heathrow, added: "We are delighted to welcome this much-loved British bear to Heathrow. This iconic bear is loved the world over and makes for a fantastic and memorable gift for loved ones, or simply to keep as a piece of British culture."



Camden Market hosts Moomin

A new shop dedicated to **Moomin** products has launched in London's **Camden Market**.

Offering over 3,000 different Moomin products from over 40 different suppliers around the world, the shop will focus on homewares and sell high-end items such as Moomin bedding and cushions, clothing, stationery and tableware – including the iconic **Arabia mugs** which have been produced since the 1950s – in addition to plush toys and Moomin books.

It is the second dedicated Moomin shop in the UK, following the Moomin Shop **Covent Garden** which has enjoyed huge success since opening its doors in 2011.

Below: The Ulster Weavers store is part of its wider expansion plans.

Ulster Weavers' retail ambitions

Home textiles
company **Ulster Weavers** has kickstarted an ambitious
expansion programme
– opening the doors of
its first ever store.

The store - which is located in The Outlet in Banbridge,

Northern Ireland – is named Ulster Weavers and sells the licensee's complete range of homeware and textiles, including fashion accessories brand **Story Horse** and home accessories brand **LoveOlli** and fabric brands, Spence Bryson and Moygashel.

The store is the first step of a much wider expansion plan. The branded outlet boasts 2,200sq ft. and will be Ulster Weavers' flagship store.



Above: Jan Constantine has broadened Dunelm's branded ranges.

Dunelm welcomes new brand

Homewares retailer **Dunelm** is expanding its brands collection, introducing the first ever bedlinen range from British brand, **Jan Constantine**, known for her textile designs.

The new range will launch as part of the Dunelm Discovers collection and includes bed sets, pillowcases, cushions and quilts with illustrations inspired by Jan's classic embroidered home textiles.

Also included is a dining collection from **Portmeirion** – entitled 'made in England' – home fragrance, kitchen and bathroom textiles, lighting, haberdashery and fabrics.





Hello Kitty bolsters retail presence

Hello Kitty's fashion credentials have been further underlined, with ASOS and Urban Outfitters revealing new collections.

The 40-piece clothing and gifting range at ASOS includes streetwear-inspired pieces and preppy classic items, as well as cool and kitsch gifting ideas.

Products such as teddy fur hoodies, classic shirts and festive jumpers have been given a Hello Kitty makeover, while there are also phone cases, socks, jewellery, pyjamas, bags and hosiery.

ASOS has also created an exclusive dabbing Hello Kitty pose that can be found throughout the collection. Meanwhile, lifestyle retailer Urban Outfitters has launched a new **FILA x Sanrio** collection featuring Hello Kitty. The campaign features an assortment of women's apparel and accessories, including the signature FILA logo alongside Sanrio characters (Hello Kitty only in Europe).

The three-piece women's collection - all available exclusively at Urban Outfitters - includes a hoodie, long-sleeve tee and short-sleeve tee, all inspired by classic tennis silhouettes. Prices range from £32 to £65.

Quirky Icelandic brand **Tulipop** has secured an exclusive US retail launch in **Hot Topic**.

To celebrate the partnership, Tulipop created a special street art project in Hot Topic's home town, Los Angeles. Running alongside the art wall is a nationwide 'TulipopUSA' competition offering two lucky Americans the chance to fly to Tulipop's home in Iceland by sharing their own Tulipop art or photos on social media.

The launch in Hot Topic follows Tulipop's recent signing of key US licensees across several categories, joining existing partner Toynami (collectables and plush).

Hot Topic now stocks accessories from Loungefly and apparel from Mighty Fine. New Tulipop ranges, including stationery from Pyramid, socks from Mad Dog and bedding from Jay Franco, will follow.

Below: The F&F range draws on a 'mini me' concept.



F&F launches My Dinky Bear

Following a reveal to the licensing industry at BLE last year, **Carte**

Blanche has teamed up with F&F to launch My Dinky Bear into the market.

Targeting the younger girls market, My Dinky Bear is the newest member of the **Me to You** family. Working with apparel licensee

Aykroyd & Sons, Carte Blanche has developed an exclusive range for F&F, drawing on a 'mini me' concept.

There are four nightwear designs available, all sold with matching mini nightwear for the child to dress their Dinky Bear in. The bear is sold alongside the nightwear within F&F

In addition, TDP Textiles helped to support the launch by developing girl's essentials featuring My Dinky Bear artwork. Carte Blanche has also produced greeting cards.



Right: Spreadshirt has a long-term relationship with Warner Bros. Consumer Products in Germany.

Getting personal

Print on demand and personalisation was one of the major trends to come out of 2017, with brand owners and retailers really opening up to the benefits of the business model. LSB chats to some of the key players within the space to find out how it is continuing to develop and what the future holds.

ne of the key emerging sectors to really come to the fore in 2017 was that of print on demand and personalisation.

A host of brand owners were attracted by the flexibility of the business model, which means they can provide a diverse range of products and design options from across their portfolio, while also being able to react quickly to key market trends.

Two of the latest licensors to reveal personalised ranges are Coolabi - which has teamed with Getting Personal for Clangers and Purple Ronnie - and

Cartoon Network, which joined forces with Watermelon to launch online site, Cartoon

Network By Me. Help for Heroes

and a number of Disney brands

have also proved successful on Tesco Direct, with the retailer offering a vast choice of personalised items.

The Evode Group's Merchmaker platform integrates with retailers' and publishers' websites, enabling them to sell products on demand with zero stock risk. It has made a series of

high profile licence acquisitions over the past 12 months - including the Nickelodeon and Mattel portfolios, plus Manchester City, Liverpool FC and West Ham.

It has also teamed with The Entertainer to launch the Create Your Own website and will be launching a number of partnerships with key retailers and publishers in the UK, US and Asia in 2018.

Recent POD product successes include a JoJo Siwa Chocolate Advent Calendar, with The Entertainer being the only place in the UK where fans could buy it.

Charlotte Clisby, chief commercial officer at Evode, tells LSB: "The response from brand holders has been incredibly positive

> and increasingly we have found that POD and personalisation has been flagged as a key focus for licensors to explore in 2018. "Our print on demand model means that

Above: JoJo Siwa and Thomas & Friends are just licensors can trial new and two of the brands which Evode is working with.

emerging brands or test artwork

and then potentially roll out to the rest of the licensing programme," Charlotte continues. "We can also open up new retail channels for brands as retailers are able to trial as many products as they like without having to give up shelf space or incur



"Personalised gifts stand out from the crowd"

Signature Gifts describes 2017 as being a 'progressive' year for the company. It currently works with the likes of Penguin, Egmont, Haynes and Scholastic, and has recently secured a deal with Disney and Marvel, releasing personalised books featuring major Disney animated titles.

According to the company's David Morris, the personalisation model is a win-win for everyone involved.

"For the retailer, it means increased business," he says. "Personalised gifts are unique and stand out from the crowd. To the brand holder, personalisation adds another dimension of value to their already established product. For the consumer, it is a win-win. Chances are they would already be looking to

Below: New signings

for Moonpig include SmileyWorld and The

Happy News.

purchase a product from a certain brand due to its popularity, but knowing that they can also personalise it increases the sentiment of the product as a gift."

David says that Signature Gifts has seen a surge in interest from companies looking to add their brands to the ranks of personalised gifts. A key aim for the company in 2018 is to strengthen and enhance the position of personalised licensed books within the gift market.

"Companies have started to tap into the personalised market as this fulfils consumers' needs for a more unique gift, while at the same time opening a completely new avenue for their brands," David says. "This is a trend that is not likely to stop any time soon."

warehouse costs."

Olivia Schusser, senior licensing manager for Europe at Spreadshirt, agrees that print on demand makes selling merchandise almost risk free for the licence holder. The company enjoys a long-term partnership with Warner Bros.

Consumer Products in Germany, while it has also developed a wide range of products with Animal Planet and SmileyWorld.

In the UK, it has recently launched with The Little Prince, while it is also working with the European Space Agency and hosting Thelwell. Licence holders can set up their own

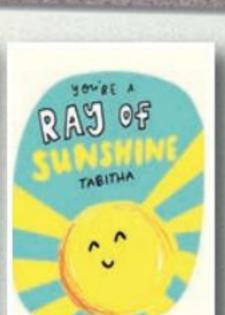
shop using the Spreadshirt platform, also making designs available in its marketplace. It also sells on external marketplaces such as Amazon and eBay.

Olivia comments: "Brands and retailers are beginning to wake up to the possibilities that print on demand offers. Within the licensing business, I believe that print on demand serves the market needs best. We can offer the right style, the right design to the right time for any target group in any country in the world.

"Also for small and growing licences it is very easy to expand their merchandise internationally without any risk and high investments."

Below: Coolabi and Cartoon Network have both recently entered the personalisation space.

Above: Signature Gifts has recently released personalised books featuring major Disney animated titles.



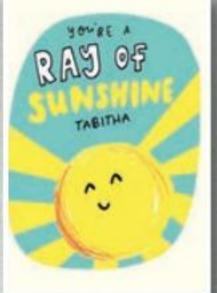
From a retailer's point of view, the added value of creating a special card or gift and the convenience factor of personalisation are both key points. Sarah-Jane Porter, head of licensing at Moonpig, says: "From a licensor/brand owner perspective, the business model means speed to market - so not waiting a

year for a revenue stream - and additional online marketing. From a Moonpig perspective, we market every brand we work with and make sure there is always some kind of consumer engagement with the brands."

Moonpig works with some of the biggest names in the business - including Disney,

Universal, Nickelodeon, Hasbro and Mattel among others, while recent signings include The Happy News and SmileyWorld. Sarah-Jane believes the personalisation trend is one which is set to continue.

"There are a number of retailers who have come on board in recent years, mainly over Christmas, such as personalisation at Selfridges," she continues. "Last year, Primark and M&S both launched t-shirt shops in-store which gives them a bit of theatre at Christmas. I would think the trend would continue with the growing consumer appetite for co-creation."



Standing the test of time of t

Inset: There are big plans afoot to relaunch Beano characters in broadcast and beyond. Below: One of the two new style guides showcases original artwork.

An anniversary or birthday is always cause to celebrate but in the licensing world it warrants more than a few candles and a cake. So how are some important brands planning to celebrate their milestones next year? LSB investigated.

Beano's an Octogenarian

An iconic comic brand, July 30 is the date of **Beano's 80th anniversary issue**.

"This milestone provides a moment both to celebrate our heritage and to look forward and get excited about the next 80 years," says Allison Watkins, evp, global consumer products and TV distribution at Beano Studios. "We modestly think

that Beano's activity in 2018 makes it 'Mischief's Biggest Year Yet'."

Many of the anniversary plans are still firmly under wraps but fans can expect to see and participate in national campaigns, including the nationwide **Summer Reading Challenge** in almost all the libraries in the UK where the mischievous creative theme for the 2018 initiative will be focused on

Beano. "We have a number of high profile family-friendly exhibitions planned, designer fashion ranges, limited edition products and pop art collections," adds Alison. "Story-tellers at heart, we will also be sharing Beano stories in theatres, at live events and on TV and of course, there is 24/7 rebellious fun on the Beano digital network with various big stunts and shows on the horizon."

Two new style guides have also been produced - one of which showcases artwork celebrating the original **Dennis & Gnasher Fan Club**. These designs are not tied to the 80th specifically but perfectly harness Beano's amazing heritage and also the

contemporary Beano and its relevance to audiences today.

"The heart of the 80th activities centre on what makes Beano on the one hand so timeless, and on the other so relevant and important today," Alison explains. "Beano stands for the vital importance of fun, laughter and everyday rebellion in the lives of children (and big kids too). This has never been

more important as right now, where kids find themselves under increasing amounts of pressure in so many facets of their lives – from the many pitfalls of unsafe non-kid-friendly digital environments, super hard SATs, scary geo-politics with Trump and Isis and closer to home fears around outside play. Kids and parents need inspiration

to be free and have a laugh, and that's why Beano exists."

In addition to the 80th plans, Beano Studios is developing a considerable slate of projects to relaunch its much-loved characters in new forms for broadcast and beyond. These characters include **Dennis and Gnasher, Minnie the Minx, Bash Street Kids, Billy Whizz** and more. In addition to all of this there are plans to keep growing the Beano digital network at an ever more rapid rate, expanding internationally and bringing Beano's trademark mischievous sense of fun to a global audience.



Below: Shaun fans were encouraged to dance thanks to a bespoke piece of animation last summer.

A Decade of Shaun

chaun & Sheep

Shaun the Sheep celebrated ten years broadcasting on air last year; although the character himself has been around for more than 20 years, having first appeared in **Wallace & Gromit: A Close Shave** back in 1995, it wasn't until 2007 that Aardman launched the first 40 episodes on CBBC. Aardman has now shot over 150 x7 minute episodes, on air in over 170 territories around the world with audiences and fans continuing to grow by discovering the brand in different ways.

"Not only did [this milestone] offer an opportunity to celebrate all that is loved with a brand an anniversary can reinforce brand heritage

evoking a strong sense of nostalgia, in turn reconnecting past fans," points out Rachael Peacock, Shaun the Sheep brand manager. "However, we are constantly recruiting new generations of fans so an anniversary milestone can help bring a brand right up to date and boost brand awareness amongst core demographics, connecting with new audiences through PR and marketing campaigns."

The anniversary plans, which started last summer, really did move fans... literally. Rachael explains: "We wanted to bring our fans together in celebration and what better way than to get them dancing. We invested in a bespoke 90-second piece of animation which saw Shaun and the flock moving their hooves to the beat. We supported this with a tutorial dance walkthrough to encourage children at home to learn the routine and a live experience at the **Ministry of Sound** hosted by Rave-o-Roo."

Aardman worked with partners all around the world to package up 'Shake it with Shaun' with existing fan voted episodes and supporting content into special collections, for on air broadcast, DVD and SVOD themed rooms. In the UK, CBBC hosted a special presenter-led themed morning, of which the top five vote episodes by CBBC fans were aired back to back

iPlayer to excite audiences of all ages. All this was supported through a global social media campaign.

"At the studio, our main focus is now on Shaun the Sheep Movie 2 for 2019 and we're delighted to be going into production on this in the New Year," Rachael reveals. "However, we don't just build the brand with the next

alongside A Close Shave and the global launch of Shake it with Shaun which was also pushed out through





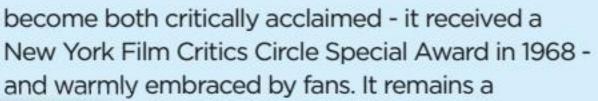
Fab at Fifty: Yellow Submarine

It's a staggering 50 years since the Yellow

Submarine movie was originally released in July 1968 (the Yellow Submarine album followed in 1969).

However, it's important to note that this isn't just a nostalgia brand, according to licensing agent Caroline Mickler. "The appeal of the movie – which saw animated versions of Paul, John, George and Ringo led to

Pepperland by Captain Fred in an attempt to rescue it from the menace of the music-hating Blue Meanies – is still strong. It continues to attract new fans to its inventive mix of psychedelia, colourful animation and amazing music (some of it unreleased at the time) – and of course that live guest appearance by the Fab Four themselves at the end. In its time Yellow Submarine went on to

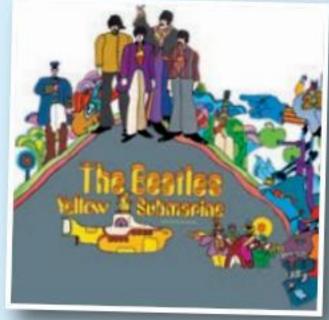


groundbreaking and exciting film and brand to this day."

So how will the half century play out in terms of consumer products? Recent launches include a calendar from **Danilo** and a collectable figurine series from **Titan**. "There are, of course, a number of licensing launches taking place next year, including a Yellow Submarine board game, as well as a graphic novel and

fashion apparel. And that's only the ones we can mention," smiles Caroline. "There will be more partnerships announced in the coming months, which we are very excited about, backed by marketing events in cooperation with **Apple Corps**. Other activities for fans are still to be announced – so watch this space."

Above: The Yellow Submarine is much more than simply a nostalgia brand.





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Quarter Century for Power Rangers

Tim Juckes, vp EMEA consumer products and retail at **Saban Brands** has lived and breathed the brand throughout its 25-year history, and was actually a licensee the first time round and printed Power Rangers t-shirts. "All of us at Saban Brands are ecstatic to commemorate this

incredible **25th anniversary milestone** with fans in 2018," he enthuses.

"Saban's Power Rangers is an iconic, evergreen property that has been a top kids action brand for decades. As one of the longest running series in television history, we're reaching a milestone few franchises do," Tim points out. "I think that is a testament to the incredible brand it is, as well as a reflection of its global fan base which continues to grow and, yes, having a milestone to celebrate is a very special way to engage with fans and partners."

Next year will be an amazing celebration of Power Rangers history including an anniversary campaign that will, according to Tim, "remind fans of all ages that 'You've Got the Power' to unleash your inner superhero."

"We will soon unveil never-before-seen content as well as partnerships and interactive programmes that embody the core pillars of the Power Rangers

and teamwork; and keep an eye out for the big anniversary day on August 28, 2018," he reveals. "I don't want to give any spoilers away but with our valued partners, we're building up momentum for a great celebration of the Power Rangers 25th anniversary next year and fans should stay tuned for more."

Above: Q4 of 2018 will see the activation of The Snowman's 40th anniversary plans.
Right: Power Rangers will mark 25 years with a host of activity and never-before-seen content.

The Snowman Hits 40

Penguin Ventures is celebrating 40 Years of Raymond Briggs' original picture book, **The Snowman** in 2018 and due to the seasonality of the brand, the majority of the promotional activity will be taking place in Q4.

"Highlighting the anniversary of a classic character or brand, demonstrates that it has stood the test of time. The Snowman has an enduring nature and a timeless appeal,

beloved by fans around the world and this anniversary allows us to celebrate and reflect on the origins of the brand," comments Susan Bolsover, director of licensing and consumer products at Penguin Ventures.

The anniversary will be celebrated "across all consumer touch points," according to Susan. There will be a range of limited editions products from licensees and publishing from **Puffin**, while the company is collaborating with partners to offer a series of **live events** and **immersive experiences** towards the end of next year. "Outside of the UK, Japan and the US are important markets for us and we are in discussion with our colleagues in those territories to see how we can maximise our celebrations internationally," Susan adds.

Next festive season she promises there will be a 360-degree campaign that will see The Snowman at the heart of everyone's Christmas next year; from bespoke retailer activity to media

coverage and digital activations, a fully integrated PR and social media campaign.

"Now that The Snowman has come home to **Penguin Ventures** at Penguin Random House, we are looking forward to maximising opportunities with our partners both in the UK and around the world," adds Susan. "We will be using the 40th anniversary as a springboard to position this much-loved and classic brand as the ultimate go-to winter property for retailers and licensees alike, while we continue to find new ways to engage a growing global consumer fan base for The Snowman."





Little earners

Inset: New Miffy nursery lines will be launching this year.

From stellar performances by old favourites and new brands alike, hit live experiences through to some intriguing nursery brand tie-ups, the preschool category remains as buoyant as ever.

LSB rounds up some of the latest deals and announcements.

Miffy dazzles at The Baby Show

DRI Licensing and Rainbow Designs saw a strong performance at The Baby Show at the end of last year for the Miffy brand.

Rainbow Designs showcased a number of lines on its stand at the event - which was held at London's Olympia. The company will be looking to build on the success it has enjoyed with Miffy with the launch of two new collections.

The New Year will see the launch of a range in classic Dick Bruna book colours including new striped and gingham styles. Later in the year, a nursery collection will follow in softer fashion colours.

In addition, spring 2018 will see a host of new Miffy baby products come to market from a raft of licensees including new babywear lines from Dennicci, plus a collaboration with high-end childrenswear company Tobias and the Bear which will be launching a 'cute but cool' range of Miffy clothing for 0-6 years with its own unisex handwriting.

Bing boosted

The licensing programme for preschool favourite
Bing continues to build, with CAA-GBG and Acamar Films



confirming a new cake deal and a brace of renewals.

Bright Blue Foods will create Bing celebration cakes, fairy cakes and traybakes for launch in spring 2018.

In addition, **Dreamtex** has extended its home textiles licence following healthy sales of bedding and fleece blankets, as well as the recently launched shaped cushions and wallpaper. Further new lines will arrive in 2018.

Egmont Publishing will also continue to develop its stand-alone Bing magazine, which launched in July 2016 and offers a collection of stories, activities and stickers.



Above: PJ Masks enjoyed a successful retail roll out in 2017.

Peppa and PJ star for eOne

eOne has reported strong growth for its Family division – ahead of expectations – for the six months ending September 30, 2017.

Family generated US\$1.2 billion of retail sales in the period, an increase of 71%, driven by the successful retail rollout of **PJ Masks** and continued growth of **Peppa Pig**. Revenue for the period was up 64% to £62.1 million (2016: £37.9 million).

Peppa Pig continued to grow period-on-period with revenue of £37.4 million (2016: £31.7 million). The growth was driven by China where licensing and merchandising revenue increased by over 700% period-on-period. Meanwhile, PJ Masks has been a key driver of revenue growth for the business in the period, with revenue increasing over 600% period-on-period from £3 million to £22.3 million.

In addition, a licensing programme for **Ben & Holly's Little Kingdom** was launched in the US in August across toys, apparel and publishing in Target stores nationwide. Going forward, eOne is expecting Peppa Pig's China business to grow from 20 licensing agreements in FY17 to 60 by the end of FY18.

PJ Masks will build upon the success of the US licensing programme and continue to roll out across Europe and Asia, combined with a stage show which opened in the US in October 2017. The brand is generating significant interest in China and a full launch is planned for next financial year.



iCandy revs up

Land Rover has joined forces with iCandy World for the launch of a special edition pushchair.

The iCandy Peach All-Terrain Special Edition is being pitched at 'adventurous parents' and is a tribute to Land Rover's ability on all surfaces and all terrains.

The pushchair incorporates a number of Land Rover design cues.

The Land Rover grille pattern features in the hood fabric, creating an eye-catching style statement, while fine seat stitching reflects that found in Land Rover models. A one-of-a-kind rucksack slides into the pushchair basket, offering extra practicality for parents.

Lindsay Weaver, branded goods and licensing director for Jaguar Land Rover, said: "A perfect combination of design and functionality, the striking iCandy for Land Rover Peach All-Terrain pushchair will offer a unique opportunity to experience the essence of the Land Rover brand at first hand; both in terms of functionality and style."

The pushchair will launch in stores and online from iCandy and Jaguar Land Rover from spring 2018, with pricing expected to be around £1,500.

Super Wings takes flight

The burgeoning licensing programme for preschool animation **Super Wings** has been given a boost with the news that the show is to air on **Tiny Pop**.

Alpha Animation and Toys has secured a

deal with Sony Pictures Television Networks for the free to air channel.

Debuting on the network in November, season one of



Above: Super Wings has landed on Tiny Pop.

the action-packed series will be aimed at children aged three to six, showing twice daily on weekdays and weekends.

The brand - which launched in the UK in July - is expected to be one of the top ten new properties of 2017. Rockpool Licensing is on board to help grow the consumer products programme.

Inset: The new Land Rover iCandy pushchair is pitched at adventurous parents.

Below: That's not my puppy and That's not my car are two of the featured designs.



Usborne teams with Paul Dennicci

Children's book company **Usborne Publishing** has sealed a deal with **Paul Dennicci** for a range of baby clothing featuring artwork from its popular **That's not my...** series of baby books.

The range - which will include baby gros, pyjama sets and booties - will be available exclusively through **Mothercare** from January 2018.

The bestselling book range - which includes 52 titles and has notched up sales of over 20 million books worldwide - will be sold alongside the licensed baby apparel.

There will be four baby grow designs featuring artwork from That's not my bunny, That's not my car, That's not my fairy and That's not my puppy.

Two pyjama designs will feature That's not my dinosaur and That's not my unicorn, with each coming with a Little White Mouse comforter, which is based on the character which features on each page of the books.

Finally, two sets of booties will feature That's not my puppy and That's not my unicorn.



Teletubbies Live is a hit

Additional tour dates have been announced for **Teletubbies Live** after the brand's first ever live theatre show got off to a strong start, with a host of celebrity names attending the premiere and strong ticket sales.

Teletubbles Live will tour across the UK and Ireland through to October 2018. Since the initial tour announcement in June 2017, **DHX Brands** has seen impressive ticket sales and an overwhelming demand for more shows across the UK.

Following the premiere in November, almost 230 new show dates have been confirmed across more than 50 theatres, with more to come.

"It's been a great year for Teletubbies as the brand celebrates 20 years of 'Big Hugs,' and we couldn't be any more pleased with the success of their first ever live theatre show," said Charlotte Hill, brand director at DHX Brands.

Meanwhile, a new latest mobile app has been launched for the property. Teletubbies Play Time has been developed by Built Games and is available worldwide for Android and iOS devices. It is one of seven apps currently available for the brand.

The Bear facts

A new exhibition focusing on Winnie the Pooh is now running at the V&A Museum.

Winnie the Pooh: Exploring a Classic will run until April 8, 2018 and features close to a century's worth of merchandise for the much-loved children's character from AA Milne.

The walls of the exhibition are also lined with

scores of ink and pencil drawings of the characters and settings by EH Shepard. Merchandise on display includes toys and books of the wisdom of Pooh, plus a hand-painted Christopher Robin and Friends china tea set presented to the baby Princess Elizabeth in 1926.



Above: The Winnie the Pooh exhibition runs until April 8.

Big news for Thomas

arrival of **Thomas & Friends: Big World, Big Adventure,**promising a more contemporary feel and increased global

THOMAS & FRIENDS

Below: The new Thomas & Friends will have a more

contemporary feel.

appeal for preschool viewers.

The new series will see Thomas travelling further than ever before, with a new format, fast paced plots, increased humour and more action/adventure-based storylines with several new fantasy and musical elements.

The licensing programme will see **Egmont** launching books and a magazine to support the new content, while **Signature Gifts** will be introducing personalised Thomas books based on the original railway series in the UK and US.

Other partners include Finsbury Foods, Golden Bear, Rainbow Designs, Kinnerton, Ravensburger, MV, Mondo, HTI and Bladez.



FremantleMedia Kids & Family has officially launched its preschool property Tree Fu Tom in China.

The miniature superhero is now on the state-owned CCTV 14 - this is China's leading children's channel which is accessible to over one billion viewers.

CCTV has acquired seasons one and two of the action adventure property.

In addition, the show is also available to stream on China's seven leading digital platforms for next day release following CCTV's aired episodes.

FME has also secured two publishing deals, for Tree Fu
Tom and fantasy preschool series **Kate & Mim-Mim**. These
mark the company's first ever licensing deals in China.

Tree Fu Tom's Chinese publisher Beijing Integrity and Sunshine Cultural Development has acquired the rights to adapt the 17 UK Penguin books into the Chinese language, while Kate & Mim-Mim's publisher Beijing Ruoqing Culture Media will be developing its own story books and activity books based on the property.

Softlines growth for Duggee

BBC Worldwide has welcomed Dreamtex to the licensee family for popular preschool brand, Hey Duggee.

The deal will see Dreamtex create a range of home textiles including bedding, towels and cushions. Product is expected to hit retail from spring 2018.

Andy Downie, commercial director at Dreamtex, said: "Hey Duggee has fast become a firm favourite with both children and parents and we are thrilled to be partnering with the BBC to deliver fun and exciting bedding ranges for launch in spring 2018."

Dreamtex is the latest softline partner to join the Hey Duggee programme, with other recent deals including VMC, Trade Mark Collections, Roy Lowe & Sons and William Lamb.

Other partners on board with Hey Duggee include Aykroyd and TDP, Blues Clothing, Blue Sky Designs, Penguin, Immediate Media and Golden Bear.



Above: Hey Duggee has welcomed Dreamtex to its roster.

Sophie la girafe comes to life

Popular baby brand Sophie la girafe has come to life for the first time on French online channel TFOU MAX.

Consisting of 15 episodes, the first part of season one offers ten learning episodes and five nursery rhyme episodes. Each lasts for three minutes, perfectly timed for a toddler's short attention span.

Currently, only available in French, an English language version will be made available in early 2018.



Below: LEGO Duplo sets were handed out as part of the BookTrust initiative.

Top Dad Dancer crowned

DHX Brands has crowned the winner of its Twirlywoos Dad Dancer of the Year competition - having garnered significant coverage around the world.

James Hardwell from Clevedon, North Somerset (pictured) was hailed the winner of the competition. which was created to celebrate the launch of the

Statues Great BigHoo toy (available from Argos). The contest reached 300 million people worldwide through both social and traditional media, and was hosted on the Twirlywoos' Facebook page,

where fans could



cast their votes for submitted videos.

The campaign garnered significant coverage in UK media outlets including pick up in The Sun, The Daily Mirror and The Telegraph, along with a variety of other regional print and online publications.

Most notably, the Twirlywoos' Dad Dancer contest took flight across the Atlantic to land on US morning entertainment show, Good Morning America, where Hollywood A-lister Will Ferrell, showed off his own dad dance moves.

LEGO teams with BookTrust

LEGO teamed up with children's reading charity BookTrust at the end of 2017 with the aim

to help develop children's creativity and imagination.

The partnership saw LEGO provide BookTrust with 50,000 packs of its **DUPLO** product, given out alongside the book gifting programme,

Bookstart Treasure. which is aimed at

families with children aged 3-4.

Each year 680,000 packs are distributed to children through local libraries, nurseries and children's centres. The packs are filled with books and resources to support families to encourage a love of reading in children from an early age.

The LEGO DUPLO product is aimed at children aged 2-4 and the packs contained building blocks used to create animal figures.





Step change

With the introduction of its First Steppers initiative, DHX Brands is confident that it has identified a new sub category for children aged six months to 21/2 years which can not only benefit its own properties, but also consumers, licensees and retailers. LSB finds out more about what could be a game changer for the whole industry.

he preschool market is quite possibly the most challenging and crowded of all licensed sectors. With a multitude of brands targeting children aged up to five all jostling for shelf space, it's no wonder that consumers can sometimes feel overwhelmed and confused about the right ones to choose for their child.

And, with children experiencing the most rapid period of development between the ages of six months and 21/2 years, how do parents know that the core preschool brands are actually delivering what they need?

DHX Brands believes it has identified a gap in the market - and it has the potential to be an industry game changer.

"From a content perspective, our three brands -Teletubbies, In the Night Garden and Twirlywoos are full of rich content that is very much age appropriate for the six months to 21/2 year group," Victoria Bushell, vp global brand management at DHX Brands, explains to LSB. "We know that age

> group watch and love our shows but, what we've recognised is that they're really underplayed at retail which tends to focus on the older skewing

preschool brands for 21/2 to five year olds such as PAW Patrol and PJ Masks amongst others.

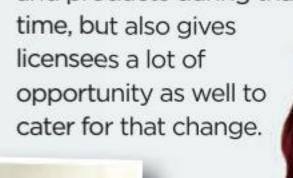
Inset: DHX Brands believes it

has identified a gap in the market with First Steppers.

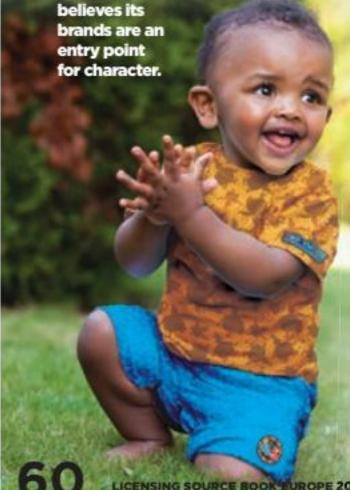
"We've realised there is a missing segment at retail and with consumers. We want to introduce this to the industry... start thinking about six months to 21/2 years as a sub-category in its own right; really recognise the needs of these children and the needs of the parents in this group and deliver for them."

Having worked with child development specialists, Fundamentally Children to conduct research to back up its thinking, DHX Brands believes that the First Steppers category - acting as a stepping stone into preschool - has the potential to grow not just its own brands, but the industry as a whole.

"When the child enters the First Steppers stage at six months and when they leave at 21/2 years, they are completely different," Victoria continues. "In a small period of time, children are changing a lot; there is so much development. Not only does that show how important the sector is in terms of making sure the child has relevant content and products during that



Inset: "We're trying to pioneer something which could change the industry," says **DHX's Victoria** Bushell.



Inset: DHX

Below: Fundamentally Children's Amanda Gummer.



"We know that at any one time, there are 1.5 million children in that six months to 2½ year window. The retailers would have an offering that parents are looking for and would buy into. Our shopper research shows that at the moment they're a bit confused, looking for guidance and desperate to buy products which help their children."

DHX Brands has already started to work with licensees -

including key toy partners Character Options and Golden Bear - on realigning product so that it falls more in line with First Steppers.

"Our three key TV programmes have been expertly crafted with a huge amount of thought and care put into ensuring they cater for the First Steppers' audience with engaging and colourful characters, a suitable pace, use of repetition and educational elements such as schemas," Victoria enthuses. "Our brands are an entry point for character – they are the first time that children really start to resonate with a character. With retail space at a premium, with First Steppers we have a fantastic opportunity to use this developmental expertise to create a cohesive offer across the board and ensure the products are suitably matched to our content."

It's certainly an ambitious plan, however new subcategories have been successfully introduced to the industry before – with the tween category being the most obvious example.

Victoria concludes:
"Our ultimate vision is
for the grocers to
merchandise a First
Steppers product mix,
across a range of
licences and categories
that will help parents
find age appropriate



Research matters

Amanda Gummer, md of Fundamentally Children, says she is delighted to be supporting DHX in helping licensees and retailers better understand this important stage in a child's development.

"It's vital that we encourage people to focus on the needs of children and parents in order to help families thrive, not just in the early years, but for years to come," Amanda says.



"Children develop rapidly through their first months and years of life. Once the initial amazement at the arrival of a newborn has sunk in, we know parents can feel isolated and unsure of how best to support their babies' development. Creating a First Steppers framework helps everyone understand the important developmental milestones that are achieved typically between the ages of six and 30 months, so they are able to make developmentally engaging products and support parents in what is a critical time in any family's life.

"By providing support to licensees, retailers and parents, I hope that DHX will be instrumental in promoting holistic development and general family well-being during these formative years."

Fundamentally Children conducted a comprehensive set of research that included online surveys, focus groups and shopper research (across grocers, baby stores and toy stores).

Fundamentally Children's Trudi Bishop explains: "The research highlighted the many pain points for new parents of children in the First Stepper age group are primarily based around their everyday life. The parents are savvy shoppers who are keen to buy, but currently the traditional way of shopping in stores is a barrier to increasing their basket spend.

"By adopting a First Steppers categorisation as a merchandising principle, retailers can help guide parents through this fast-paced and overwhelming developmental stage. And by helping to make parents' shopping experience easier and more time efficient, retailers will benefit by an increased £ spent per minute in their stores."

products that match the developmental needs of children in this important new demographic. Our research showed that mums don't browse much when shopping with their children so creating a First Steppers section which pulls together a whole section from nappies, toothbrushes to toys and apparel, would make their shopping experience less stressful and they would be more likely to buy more.

"But that's the dream - in the first instance, it's

asking them to think about this age group and getting them to recognise there is an opportunity to help drive increased sales. We're trying to pioneer something which could change the industry."

Key findings

Parents of 'First Steppers' (6-30 months) said they were most concerned about dealing with

tantrums (86%), safety (86%), teething (83%) and eating/mealtimes (83%).

Parents said they were most concerned about their child learning to use the toilet (76%), sleeping through the night (66%) and learning to play nicely with other children (66%).



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ONE. ANIMATION





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This year's World Book Day on Thursday March 1 is shaping up to be a major retail event, and over the past few years its importance to the licensing business has been steadily increasing. As retailers up their commitment to the initiative, licensees have been reacting accordingly and 2018 should be the best showing yet. LSB finds out more.

lways a significant part of the book publishing calendar, the last few years have seen World Book Day increasing in visibility and importance for the licensing sector, too.

Retailers including Sainsbury's and George@Asda among others have considerably increased the amount of licensed dress-up on offer during the period, while licensees and licensors across the board have realised the sheer potential that World Book Day offers for brands, with those whose roots lie in publishing notably coming to the fore.

"As the event has grown exponentially bigger over the last few years, Roald Dahl has become a top licence for the event," Stephanie Griggs, licensing and design director at The Roald Dahl Literary Estate tells LSB. "In 2017 we saw our dress-up costumes – through Smiffys – visible in all of the grocers, with the costumes achieving an incredible sell-through at 90% on most lines."

ROALD DAHL	BrG	8
ROALD DAHL	MATILDA	3
ROALD DAHL	CHARLIE OF CHOCOLATE	8
RIALD DAHL	CHARLIE UNIXE MANG MENANDE	-
ROALD DARL	DANNY WORLD	8
BAYTO DAME	BANKASH MA FOX	9
ROALD DAHL	WITCHES	6
TENALD EMPL	≫TWiTS	*
ROALD DAHL	JAMES THAN	8
ROALD DANK	GOING SOLO	-
ROLD DAME	GEORGES NAVIONAL MERCINE	-50
ROALD DANL	BOY TALES OF CHILDHOOD	8

Above: Roald Dahl has become a top licence for World Book Day. Below: Smiffys will be offering 19 Roald Dahl costumes in 2018. The success enjoyed in 2017 has led the Estate to significantly invest in World Book Day 2018, which falls on Thursday March 1.

Stephanie continues:

"Following the overwhelming uplift that the Roald Dahl brand has received over the last few World Book Days, more retailers than ever are on board

- and it's become a huge retail event in the calendar. The space that this has

opened up promotes and encourages more books than ever to get into little hands, which is really good to see.

"I see World Book Day only continuing to grow over the next few years, as opportunities to highlight the importance of reading become more common and understood as important."

From a product point of view, Stephanie says Roald Dahl is "going all out" with dress-up this year, with Smiffys expanding the costume offering from four characters in 2017 to 19 in 2018. Aside from dress-up and new publishing,

there will also be new launches across nightwear, homewares, greeting cards, games and puzzles, finger and hand puppets and a new Roald Dahl Monopoly, providing a host of cross category opportunities.

Katie Price, licensing director at
Hachette Children's Group, agrees that
World Book Day is "a fantastic
initiative with a mission to offer every
child and young person the
opportunity to read and love books".

Last year marked the 75th
anniversary of Enid Blyton's adventure and Ho
book series The Famous Five, with
Good Old Timmy and Other Stories
being one of the £1 World Book Day books.

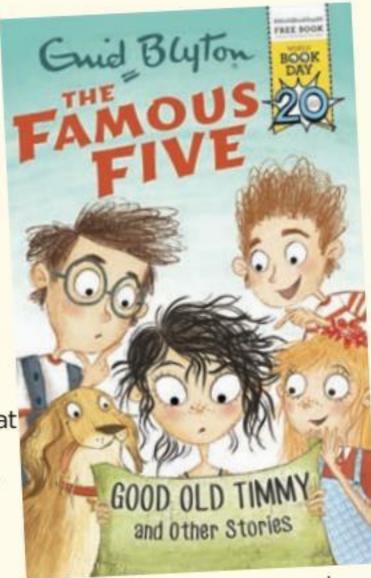
To celebrate the landmark anniversary, Enid Blyton Entertainment appointed illustrator Laura Ellen Anderson to create new illustrations of The Famous Five characters, featuring first in Good Old Timmy. In May 2017, all 21 books in The Famous Five series were published featuring Laura's new covers and illustrations.

Alongside this, Hachette Children's
Group organised a theatrical stunt with
actors and actresses playing George,
Dick, Julian, Anne and Timmy the dog
to greet fans as part of World Book
Day's Biggest Book Show on Earth
event, which toured the UK.

Katie comments: "Enid Blyton stories and characters are perennially popular with children, parents and teachers in schools across the UK on World Book Day. We are pleased to announce that Enid Blyton Entertainment has licensed the dress-up rights to Smiffys, who are developing a range of fancy dress costumes for a number of Enid Blyton's best loved characters from The Famous Five, Malory Towers and St Clare's in time for World Book Day 2018."

For licensees, World Book Day has also become an important incremental revenue stream.

"World Book Day grows year on year and anything encouraging children to read more books can only



Above & Below: Good Old Timmy and Horrid Henry were among the £1 World Book Day books last year, says Katie Price. be a positive thing," Tracey Devine, head of licensing and marketing EMEA at Rubie's Masquerade, tells LSB. "2017 saw lots of joint collaborations with retailers around their licensed ranges. Harry Potter, Batman, Harley Quinn and, of course, Disney Princess and Marvel Superheroes are all key licences for World Book Day.

"It is almost as popular for us as a season as Halloween," Tracey continues. "After of course publishing, dress-up is key to make the event fun for all involved, even the teachers. The event is

becoming more and more important at retail and it is great to see licensed books being included in the World Book Day range, giving a legitimate hook."

For World Book Day 2017, Sainsbury's increased the size of its children's dress-up range by 35% over 2016 to keep up with

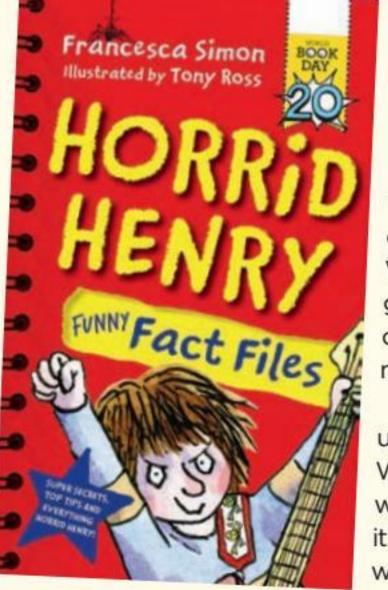
the growing demand for children's costumes. Popular characters included Harry Potter, Alice from Alice in Wonderland, The Gruffalo and Snow White.

Speaking ahead of the event, Sainsbury's head of buying and

design - childrenswear and menswear, John Carolan, said: "Children's fancy dress is a growing market and we're committed to creating the very best products for our customers, whatever their age and right down to the smallest detail. Our World Book Day costumes are a great example of how we're continuing to invest where it matters most to our customers."

Roald Dahl's Stephanie sums it up nicely when she says that World Book Day benefits the wider licensing business because it has opened up a new retail window. She concludes:

"Publishing exists across most brands in some form, even if only licences or tie-in publishing, and so the natural elevation that World Book Day brings to the category as a whole will benefit those properties, too."





All the fun of the fairs

The start of a new year means only one thing for the toy business – toy fair season. From Hong Kong to Australia, taking in London, Germany and New York along the way, it's a whirlwind three months for the sector. For brand owners, too, it's a key time in the industry calendar. LSB checks out what's in store.

t's a new year, which in the toy business means only one thing - it's time for the annual toy fairs extravaganza. By the time you read this, the

first show of 2018 will have already taken place, with Hong Kong kicking off the fair season in style. From there, we head to

London for the UK Toy Fair,
Nuremberg in Germany for
Spielwarenmesse and then onto New
York for the US Toy Fair. Some hardy
souls will head even further afield in
March, making the trip to Melbourne
in Australia for its Toy Hobby and
Licensing Fair.

The influence of licences will be in evidence at all of the shows, with a mouthwatering array of properties on display – all the way from nursery and preschool licences, through to new movie and TV-inspired lines and fresh brands from other territories looking to make their mark.

Majen Immink, director of fairs and special events at the BTHA – which organises Toy Fair in London – tells LSB: "Licensing and licensed products are an important part of the toy industry and I think that is reflected in the number of licensed products we see launched at Toy Fair each year.



Above: BTHA's Majen Immink



"Clearly factors such as TV and movie schedules will have an impact on what type of products are launched. Star Wars, Marvel and Pokémon are good examples of the influence films and crazes can have on our sector," Majen continues. "However, we only have to look at certain Pig and Power Rangers to name a few - that we see return each year with innovative new products to launch to market. Different licences may take prominence each year, but it's less of a fluctuation and more of an upward curve."

For brand owners, Toy Fair is a great opportunity to identify new trends, see the new properties coming through and spot emerging toy formats. Graham Saltmarsh, director of licensing UK and Nordics at Cartoon Network Enterprises EMEA, says: "The toy and licensing industries go hand in hand and the show provides the perfect chance

for us all to come together under one roof. London Toy Fair is a fantastic way to kick start the busy international toy fair season. At a local level, we find that the show really sets the scene for the year ahead and opens up conversations for the next 12 months."

Lisa Macdonald, vp consumer products

and TV sales EMEA at Silvergate Media, adds: "The show also provides a crucial chance for new

evergreen licensed properties - PAW Patrol, Peppa

licensed toy ranges to be presented to a wide variety of retailers under one roof, and for UK

lines to more than 30,000 visitors.

Convention Center.

of the Year category.

among others.

A Launch Pad area will exclusively feature first time

40,000 net square metres at the Jacob K Javits

exhibitors and, in total, the show will take up more than

Master toy licensees will be well represented across the

show floor including the likes of Mattel, Jakks and Gund

Marian Bossard, evp global market events at the US

role [at the fair] as exhibiting companies that have

retail. Retailers are looking for winning concepts

connected to properties that show great promise."

Toy Association, says: "Licensed product plays a very big

entered into a licensing partnership place their hopes on

their product, in their category, to be a major success at

As well as on the show floor, licensed product will be

evident across other areas of the show. It will kick off

with a character parade and ribbon cutting ceremony,

Connection programme, developed and delivered by

LIMA and UBM. In addition, the Toy of the Year Awards

gala (held on February 16) includes a Licensed Property

while there will also be a five-session Licensing Content

buyers to have hands-on experiences of new lines." For BBC Worldwide, licensees including Golden Bear, John Adams and Character Options will be unveiling key new ranges in London. Jason Easy, head of licensing, says: "The moment you walk

Inset: The importance of licensing is reflected in the number of products launching at Toy Fair each year, says the BTHA's Majen Immink.

> through the doors of Olympia, you can see the scale of influence that licensing has over the UK toy



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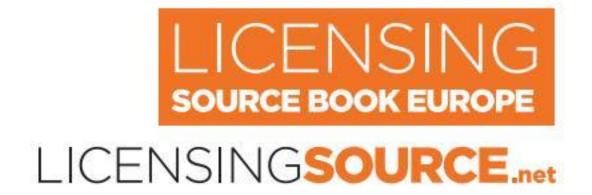
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market. It is a hugely competitive market and London Toy Fair's importance is evident, providing visitors the opportunity to get up close and personal with a host of exciting products."

Moving on to Germany and, after a successful debut in 2017, licensing trade body LIMA will be returning to Spielwarenmesse to welcome members and business partners in Hall 12.0. Peter Hollo, external lead consultant for LIMA Germany, tells LSB: "It's not only being visible as the world's leading association in licensing, it's giving our members a home where they can have meetings, invite business partners or to simply sit down and take a breath.

"The toy industry is a long-term reliable partner for the licensing industry and one of the major drivers of the business. Our involvement in Nuremberg toy fair isn't only showing our members that we care, but it is a clear signal how much we appreciate this great industry."

The sheer scope of Nuremberg also gives licensees from other sectors which offer products that are complementary to a toy retailer's traditional lines a chance to shine in the aisles.

Card and calendar licensee Danilo is returning to Nuremberg in 2018, with a slightly bigger stand



Funko's Toy Fair debut

Funko Europe will be exhibiting at Toy Fair at London's Olympia for the first time in January, and will be arriving armed with a feast of licensed product - from the popular Pop! Vinyl through to collectables, homewares and plush.

There are over 200 properties to choose from in the Pop!
Vinyls collection, across TV, film, gaming, anime and sports.
Key franchises on display will include Star Wars. Harry
Potter, Overwatch, Dragonball Z, Rick and Morty and Lord
of the Rings. In addition, there will be the chance for a
sneak peek at a number of new ranges launching soon

 including Premier League football (featuring stars such as Zlatan Ibrahimovic and Eden Hazard and teams like Liverpool, Chelsea and Manchester United), Black Panther and James Bond.

Other Funko lines will include mini figures (Pint Size Heroes and Mystery Minis), as well as Dorbz, Action Figures, Rock Candy and the new HeroWorld range.

There will also be a host of licensed homewares including a new Porg Cookie Jar, while the popular characters from The Last Jedi are also available as plush, along with BB-9E, Harry Potter and Rick and Morty among others.

Left: Popular new Star Wars characters, the Porgs, will feature on Funko's Toy Fair stand.

giving it the chance to show more lines and properties. Brett Smith, sales director, says that a key part of Danilo's growth going forward will be through sales outside of the UK.

Brett says: "Building relationships with overseas customers and distributors is now a key objective for the business. Danilo needs to be visible within the European market and so being part of a key trade show such as Nuremberg really helps to get us known as a supplier with multi-territory expertise."

From a licensing perspective, Danilo has a number of multi-territory agreements, particularly in the music, entertainment and sports arena.

Licensing director Dan Grant says the company will be showcasing key properties including Jurassic World 2, Minecraft, Star Wars, The Avengers, Mary Poppins Returns and Incredibles 2. These will be joined by core licences such as The Beatles, Elvis, Despicable Me, My Little Pony, PAW Patrol, Manchester United and more.

Dan comments: "We have a growing offering on the product side with some new formats being launched in 2018. It's an exciting time to be working at Danilo and we feel that building relationships with key overseas partners is becoming ever more important to help us grow as a business."



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Last year marked a decade since Bulldog Licensing opened its doors. LSB catches up with managing director Rob Corney to talk about where it all started for the agency, its past and present successes and where future growth is coming from.

> ulldog Licensing entered the New Year in buoyant mood having spent 2017 marking its ten-year anniversary.

> The original aim, md Rob Corney explains to LSB, was to provide agency services to an industry which was rapidly changing from a linear business model to a

more 'triangular' relationship between retailer, licensee and agent.

"At the time, the agencies were largely focused on managing licensees, but it was clear that

the retailers were taking a more active approach to developing their plans for character and entertainment,"

Rob says. "A retail first approach seemed the natural evolution of the industry, so Bulldog became the first agency to actively pursue this."

In addition, major licensors were no longer simply placing their properties with large agencies, believing this would give them the best route to market. Agencies with nimble reactions, a smaller brand count and highly engaged team were starting to make waves.

Rob continues: "Some of the world's biggest brands now find their home with Bulldog as they recognise the structure and approach is a far more effective way of delivering to the market."

Bulldog's first licensor was World of Wishes, and Rob recalls that Danilo was the first licensee to get on board with the cute sentiment brand, Little Ewe. From there, playground craze GoGo's Crazy Bones helped to really put Bulldog on the map, with the worldwide licensing programme reaching 57 licensees between 2008 and 2010. The company now has 16 brands in its portfolio, including the likes of DreamWorks Animation,

> Angry Birds, Shopkins and Match Attax.

Rob's ability to spot a craze has continued with Shopkins - the

Below: "There have been some amazing highlights over the last ten years" says Rob Corney.



Key dates

February 2007 - company launches from the dining room table 2008-2010 Gogo's Crazy Bones delivers a worldwide licensing programme with 57 licensees and a nomination for LIMA's programme of the year 2009 - moves into first proper offices (a decision driven largely by a vocal one year old!) 2012 - Bulldog acquires licensing rights to DreamWorks Animation portfolio of brands 2015 - Bulldog acquires licensing rights to Shopkins

Above & right: 2017 saw

successful licensing

for Miraculous and

Enid Blyton.

programme launches

Moose brand topped the sales charts in the girls' sector across multiple product categories in 2017, building on 2016 success which saw it win Best Children's or Tween Licensing Property at The Licensing Awards.

On top of this, Miraculous made an impressive licensing debut, as well as new product ranges for Mass Effect Andromeda, a

strong TV debut for Zak Storm and Enid Blyton

licensed lines hitting retail. A Crystal Maze licensing programme also got underway, while Brand Licensing Europe acted as a platform to launch Match Attax into the licensing space.

Above: Cutie Cars are the latest addition to the Bottom: The Hatchlings were introduced in the Angry Birds Movie and now have their own YouTube show. Right: The World of Dinosaur Roar will have significant

Shopkins universe. brand activity in 2018. Below right: Bulldog is in talks with a range of licensees about Care Bears.

Rob continues: "Without a doubt, our track record of delivering strong commercial returns for all stakeholders is by far the most important factor driving Bulldog. Having had prime mover advantage in the changing landscape of the industry, we have been recognised as having the ability to maximise a brand's potential, whether the brand comes with an audience of millions or has yet to launch."

Rob believes that Bulldog is currently in a great place as an agency: "To be recognised by our peers as the go-to place for developing



established and new brands in our home territory is something we're very proud of... and over the next ten years, we plan to consolidate on that, while continuing to build opportunities both at home and abroad."

Additional growth for the business will come from related areas, Rob hints, building opportunities to further support the industry including a venture into the logistics world with Licensing Logistics.

So, what's the biggest thing that Rob has learnt over the

course of the past ten years? "The licensing industry is a small community, every part of which is reliant on the success of the other parts," he says. "If we support the industry, the industry will look after us but if you start to view it as a one-way opportunity, it will be to

> the detriment of all players." It's clear that Rob's advice of treating people right and they will return the compliment many times over has been something he has followed over the past ten years. And the future is certainly

looking bright.

Rob concludes: "There have been some amazing highlights over the last ten years... let's face it, if you can't have fun in entertainment brand licensing,

you're doing something wrong! But to build one of the most dynamic and highly regarded agencies in the industry while having fun has been an enormous privilege."

2018 goals

2018 is looking set to be another strong year for Bulldog, says Rob, outlining plans for a number of brands.

"Building on the foundation of the strong sell-through we're seeing for Miraculous, we will see the brand capitalise on its domination of the girls' ratings on both Pop and Disney, while the strong start to the Match Attax licensing programme is a huge opportunity for licensees to benefit from the UK's biggest kids' football brand," he says. "Shopkins continues to deliver strong numbers across several categories and has excellent retail support moving into the New Year, and new content launches from Angry Birds and Zak Storm look hugely exciting and are generating massive interest amongst both licensees and retailers. Garfield's 40th anniversary will see new ranges launching to celebrate the fat cat's big year, with soft lines and pet products being particular focuses."

Meanwhile, Rob also teased with the promise of announcements going into the 2018 trade shows, saying "we always like to keep a couple of big things up our sleeves..."



As licensing assumes an increasingly global footprint, the UK undoubtedly remains a major market for international companies. LSB chatted to some of those which are based overseas, but are making waves here in the UK, asking about their successes, plans going forward and how things might differ from licensing in their home territory.

One Animation

BASED IN: SINGAPORE

"One Animation has enjoyed huge growth over the last four years across both linear and digital channels and are now on in over 100 markets worldwide. The toy range for our newest content, **Oddbods**, was launched last year across Europe and Asia to build on successful partnerships including the 30 million Ferrero Eggs that were in circulation.

Below: Oddbods is well placed for UK success.

encompass toys,



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Mondo TV

BASED IN: ITALY

"We've had another excellent year here at Mondo with successes including Robot Trains, a children's 3D CGI animated action adventure show, produced by the South Korean content and marketing giant CJ E&M, for which we are master agent for several territories in Europe and co-producer for season two (52 x 11').

Robot Trains will be broadcast in the UK from 2018 and so we plan to develop a licensing programme then. We have several licensees already interested in the show among different categories such as publishing, games and puzzles, fashion, party lines and bed linen.

Licensing is a little different in the UK than in our home market. The emergence of the second screen and digital channels such as YouTube and Netflix have changed the playing field for brand licensing. In Italy, alternative platforms are growing but it's still crucial to secure freeto-air broadcasting alongside digital. In Italy there is strong brand competition. It's important that we focus on continuity planning, always ensuring we are offering best-in-class opportunities to licensees and retailers. That may be useful for the UK, but from the UK market we have learned something too - the importance of collaborating as much as possible with retail. Retailers understand that brands can drive consumers to stores and give them a new experience. Properly managed and presented, brands can be a point of difference for retail." Valentina La Macchia, director of consumer products, Mondo TV

apparel, stationery and FMCG. We are excited to have partnered already with **Primark** for a nightwear line from **Cooneen** and are gearing up for new toy range launching in autumn/winter 2018.

In terms of the retail landscape, everything is

different here. There is no high street as we know it in the UK - Singapore's retail is highly mall and department store based. Singapore is very hot and very humid and so it's all about one stop shop convenience; a variety of choice and brands all in one air conditioned space. Price comparison is much simpler from one store to another, making differentiation by other means key. Product innovation and retail displays are all the more important, as are great relationships with retailers. Whereas in the UK and Europe, supermarkets continue to drive huge licensed product sales, Singapore cannot accommodate supermarkets of this size. Licensed product in this space is largely driven through the convenience store channels where novelty gifting, confectionery and FMCG products are key.

Looking ahead, One Animation is very well placed to cater for a trend that's very strong over here - entertainment and product with educational/skill based value. This is a trend I see starting to spread further afield, albeit in the form of soft skills, into Europe and the US."

Will Ochoa, international licensing director for EMEA - USA, One Animation

SYBO Games

BASED IN: SCANDINAVIA

"Essentially, SYBO was the first to develop the 'World Tour' concept that is now widely used within the industry. It is truly amazing to think that all runner apps on the market today follow our digital script. We are proud to be the leader of this mobile genre, and are continuing to make next generation products for the future. Subway Surfers became the world's most downloaded game from word of mouth and after five years, was still the number one most downloaded game in three consecutive quarters in 2017.

In the UK, BLE was a fantastic experience for us. We introduced the **Subsurf brand** and are already in some very promising negotiations with top level potential partners. We believe that undoubtedly the UK will be one of our biggest markets for this programme. We were the only stand that incorporated AR technology into our space and it was ultra-cool. It really helped us stand out for sure, and we got so many accolades for our creativity.



Xilam Animation

BASED IN: FRANCE

"In 2017 we secured a host of deals for **Oggy & the Cockroaches** in our home country of France - including **Lansay** as the first ever master toy licensee and a master

publishing deal with **Centum Books** which will develop

the brand's very first chapter books. We also appointed

eight licensing agents for Oggy across the globe.

The UK is a key market for Oggy in 2018 but it is a very competitive one, having to compete with very strong established British brands. The series has sold to Nickelodeon and is available on both Netflix and YouTube. We've also appointed Michele Pearce from Brand Focus to develop the brand.

We are currently preparing the relaunch of Oggy in France, with the first toy products launching in January 2018, and publishing in spring 2018. Additional categories will arrive in the market in time for back to school 2018. Meanwhile we've had tremendous success in neighbouring countries such as Italy, where in October 2017 we launched a restaurant chain promotion for Old Wild West that offered four Oggy figurines on their kids' menus."

Marie-Laure Merchand, senior VP for global licensed products, Xilam Animation



Above: The Subsurf brand was a big hit when it launched at Brand Licensing Europe last year.

The new Subsurf brand masterfully embraces society's focus on the globalised Worldhood megatrend; weaving together authentic street art culture, edgy youth fashion, regional global styles, skate culture, music and dance, in a way that we think will resonate with Subway Surfers' 1.6 billion dedicated and extremely connected GEN-Y & GEN-Z fans, many of whom are located in the UK.

The Scandinavian gaming scene and licensing scene is really thriving. It is an environment where creativity and the best ideas flourish. From a licensing perspective, we think that the Scandinavian market and the UK share a lot of similarities. It's about lifestyle and working hand in hand with retail partners to drive traffic in-store.

While our products are not out yet, we know that our home market is open to collaborations big and small, to new and emerging properties as well as classic brands. Retailers are open-minded and look to find inspiration from emerging trends which can many times lead to great gains which can easily be lost in the midst of entertainment giants.

We have the tech, we have the entertainment and we have the fans."
Naz Cuevas, head of licensing, SYBO Games



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The Retail Award Categories

- Best Pre-School Retailer of Licensed Products (0-5)
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- Best Retailer of Adult Licensed Products
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- Best Licensed Retail Execution
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The Product Award Categories

- Best Licensed Toys or Games Range
- Best Licensed Dress-up or Partywear Range
- Best Licensed Preschool Apparel Range
- Best Licensed Childrens Apparel Range
- Best Licensed Adult Apparel Range
- Best Licensed Written, Listening or Learning Range
- Best Licensed Paper Products or Stationery Range
- Best Licensed Giftware Range
- Best Licensed Home Décor, Tableware or Housewares Range
- Best Licensed Food or Drink Range
- The Innovation Award

The Licensed Property Categories

- Best Pre-School Licensed Property (age group 0-5)
- Best Children's or Tween Licensed Property (age group 5-12)
- Best Teen or Adult Licensed Property (age group 12 or above)
- Best Film Licensed Property
- Best Music or Celebrity Licensed Property
- Best Sports Licensed Property
- Best Classic Licensed Property
- Best Design/Illustration or literary licensed property

Other Awards

- UK Rising Star Award
- Best Licensed Marketing Communication Award
- Honorary Achievement award

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Playground

Antics

What the next big thing for the schoolers generation is going to be has become the holy grail for brand owners.

Here's a round up of the latest

announcements and launches in this competitive sector.



Endemol Gets Personal With Star Editions

Endemol Shine Group has partnered with Star Editions for the launch of personalised giftware ranges for the Mr Bean and Simon's Cat brands

As licensee for Mr Bean ecommerce activity, Star Editions will create a bespoke online shopping destination for Mr Bean products. The brand new web shop will feature a Star Editions designed range of customised giftware, in addition to hosting a number of Mr Bean branded products. The shopping portal will be accessible via the official Mr Bean website.

Star Editions has also been tasked with expanding the retail output of the Simon's Cat brand, by offering its personalisation service on a curated selection of Simon's Cat products so that fans can create unique gifts.

Piecing Together the Italian Market

Maurizio Distefano Licensing, which manages licensing in Italy for the popular children's brand and CGI animated series ALVINNN!!! And the Chipmunks, has signed Clementoni to produce two Maxi Supercolour jigsaw puzzles, one of 24 pieces and one of 60.

The puzzles feature images of the six lively chipmunks who star in the globally successful show and are available in supermarkets, hypermarkets, toys chains and specialist stores.

Left: Mr Bean and Simon's Cat personalised giftware launches.

Right: Clementoni launches two ALVINNN!!! And the Chipmunks jigsaw puzzles.



Aardman Adds Master Toy Partner

Aardman has appointed toy company Sinco as its master toy licensee for UK and Eire. The agreement covers two of the studio's most successful properties, evergreen family brand Shaun the Sheep and popular preschool property Timmy Time.

The partnership will see Sinco produce collections of plush, figurines, play-sets, vehicles, games and puzzles alongside arts and crafts products. The agreement also includes certain international manufacturing rights. The initial range will be unveiled in Hong Kong in January, with first items coming to market in AW 2018.

As part of the deal, Sinco has also committed to develop a Shaun the Sheep Movie 2 toy collection to coincide with the theatrical release of the sequel in 2019. This will sit alongside classic Shaun the Sheep items and will be supported by a strong marketing programme, including TV advertising.

James and the Giant Peach Expands

Following the announcement from licensing agent DRi last autumn that James and the Giant Peach will be introduced into the core Roald Dahl licensing programme, there has been a host of new licensees signing for the brand.

New products set to launch include an extensive back to school stationery range from Portico; exploration and adventure kits; daywear and nightwear; dress-up from Smiffy's; hand and finger puppets from Fiesta Crafts and a range of greeting cards from Danilo, as well as an extensive range of quirky ceramics and children's homeware lines from Creative Tops.

The Roald Dahl Literary Estate is now looking to add further product lines to the range to further expand the programme following the key themes of exploration, adventure and nature.

Publishing will be a key pillar for the brand, kicking off in February with a novelty edition of the well-loved story book complete with fuzzy peach stickers, and a James's Giant Bug non-fiction activity book. This will be followed up by a sticker activity book later in spring.

Above: New products are set to launch for James and the Giant Peach.



MTV UK has teamed up with fashion accessory brand Skinnydip for the launch of a unique capsule collection.

The new capsule range

includes 12 pieces that feature an extensive mix of sparkly jewel tones, and was billed by the two brands as perfect for the Christmas party season

Products available include MTV Ice Cream Enamel Pin; Disco Enamel Pin; Icon Enamel Pin; Mini Backpack; Party Time; Cross Body Bag; Fluffy Pouch; Icon Pouch; 'This can't be real' iPhone case: MTV iPhone case; and MTV Coconut Make Up Bag.



Below: Skinnydip launches an MTV capsule collection.

Moomin Doing The Double

Caroline Mickler, which manages the UK brand extension programme for Moomin, has announced a duo of new licensees.

Smith & Brooks, a

leading designer and supplier of licenced character clothing, will be producing a range of baby and nursery wear and girls' apparel for ages 0-14. The range includes layettes, girls' t-shirts, sweatshirts, leggings and hats. Meanwhile, Roy Lowe & Sons is offering a range of girls' and women's socks. Both ranges, which will be illustrated with pictures of the much-loved inhabitants of Moominvalley and their friends, launch in spring 2018. They are expected to be available at supermarkets, specialist and high street clothing retail.

Licensing activity is set to be further underpinned by the arrival in 2019 of a major new animated TV series, directed by Academy Award-winner Steve Box.

Dress Up Aids Concentration It's Official!

Ever wondered how to get a child to concentrate? Rachel White, from Hamilton College, and Emily Prager and Catherine Schaefer from the University of Minnesota, may have the answer.

The duo designed an experiment to see what makes kids stay on task when presented with temptation. The study saw scientists give 180 children a dull computer task which they asked them to do for ten minutes. The children were also told that if they got

Above: Kids dressed as superheroes can concentrate better according to new study.

bored, they could play on an iPad which was in the testing room.

One group of children was able to dress as their favourite superheroes and the results were quite telling. Although all children spent more time on the iPad than they did on the important computer task, the children who were dressed up stuck to the task the longest.

"Children who were asked to reflect on the task as if they were another person were less likely to indulge in immediate gratification and more likely to work toward a relatively long-term goal," the authors wrote in their study; The 'Batman Effect': Improving Perseverance in Young Children.

There are a number of possible reasons that the children in costumes had better focus. It might be that pretending to be another person allows them to separate themselves from the temptation. It might also be that those in fancy dress identified with the powerful character traits of their chosen superhero and wanted to imitate them.



Above: Two new licensees





Where great stories live

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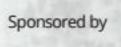
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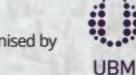
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Paying For Peanuts at Uniqlo

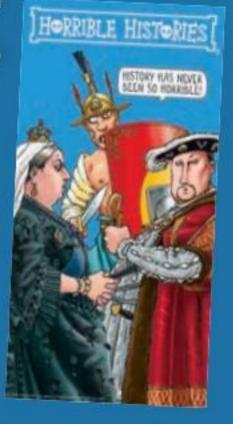
Uniqlo is building on its successful collaboration with contemporary artist Brian 'KAWS' Donnelly and Peanuts, with a new collection which hit UK stores in November. The new range follows on from the success of the initial products and includes t-shirts, sweats, hoodies and special KAWS x Peanuts black plush toys.

The first 250 customers who purchased an item from the new range at Uniqlo's Oxford Street store in November also received a complementary KAWS x Peanuts bag.

Horrible Histories Movie Launches

A Horrible Histories feature film is set to bring its popular gruesome retelling of history to the big screen in 2019.

Scheduled to go into production thi year, Horrible Histories: The Movie is being produced by UK distribution, sales and production company Altitude Film Entertainment with Citrus Films; the company's television arm is behind the successful small-screen adaptations of Horrible Histories. Altitude's recent hits include Moonlight, Lady Macbeth and Loving Vincent.



The announcement will be a further boost to the long-term success of the Horrible Histories licensing programme, according to licensing agent Rocket Licensing. With the continuing success of Horrible Histories across a number of media, the imminent 25th anniversary of the brand and, of course, a forthcoming film, Rocket is assessing numerous opportunities to extend the licensing portfolio of this iconic, enduring and uniquely British brand.

Among categories being considered by Rocket and Scholastic are apparel, games, puzzles, homewares and digital applications.



Pusheen Tucks Up With Character World

Character World has signed a deal to create bedroom textiles based on the Pusheen brand.

The Manchester-based textiles manufacturer has designed and produced a collection of Pusheen bedding and coordinating accessories including single and double duvet sets, a fleece blanket and a Pusheen shaped cushion. The products are currently available at high-street giants, Primark and Claire's Accessories.

Tim Kilby, brand director at Character World, commented: "The range design is inspired by the adventurous nature of the well-known cat and incorporates soft pastel colours, appealing to teen fans upwards. We believe this property has huge potential and it is one that we look forward to developing further in the very near future."

3.
Above: New Pusheen textiles from Character World.

Carte Blanche Goes Stateside

Brand Liaison has been appointed to head up the launch of Carte Blanche's US licensing programme for its brands which include Me to You, Tiny Tatty Teddy, Hotchpotch and Violent Veg.

"We had been watching this company for quite some time as they are a leader in giftware trends and enjoy a very expansive licensing program in Europe." Explained Steven Heller, president of the Brand Liaison. "As soon as we learned they were looking to expand to the US, we knew we were the right agency for this program based on our strength in art licensing coupled with our relationships in stationery and giftware."





Customer satisfaction

hen asked to describe M&Co's USP, Julia Redman, the retailer's head of buying for kids, mens, Kylie and home, talks enthusiastically about its "community friendly presence" on local high streets. It's this approach which has helped M&Co attract a loyal following of Below: To win customers and, in turn, bring it The Radar Award at The to the attention of the Licensing Awards in 2016 was a licensing community. The huge honour, last few years has seen the says Julia. retailer considerably ramp up its licensed presence, notably picking up The Radar Award at The Licensing Awards

the right licence mix which is attractive to its shoppers.

"A number of my team have taken part in the BLE Retail Mentoring Programme [in 2017] to ensure that they all have a good understanding of the licensing process," Julia explains

each of them is a real specialist in their age/gender category, and are very tuned in to their customer, which helps in their selection of licensed product. We work very closely together as a team to ensure that when we select a licence, we really try

and launch it with conviction."

2016 - and its success is much

deserved, as Julia and her team

have worked hard to get exactly



Winning The Radar Award, says Julia, was a "huge honour" after all the hard work. "We are a relatively small, family-owned retailer, so to earn this sort of recognition from the industry felt like a huge achievement for myself and my team," she says. "We had worked very hard to increase our sales on licensed clothing and nightwear, and taken

a few calculated risks along the way with licences that were new to us - such as JCB, which proved to be a huge success."

With a cross section of predominantly mums and grans shopping in its stores, M&Co's licensed offer reflects the hottest character licences of the moment which kids themselves are

which kids themselves are asking for (including PAW Patrol, Minecraft and Pokémon), as well as those which can be bought as gifts. "Our older customer really likes the more nostalgic licences such as The Gruffalo, Winnie the Pooh, Minnie Mouse and The Very Hungry Caterpillar," says Julia. "Educationally inspired licences such as the Natural History Museum and Science Museum have also sold well."

In addition, 2017 also saw M&Co branch into the brands sector with a homewares and fashion accessories collaboration with the Military Wives Choir and CAA-GBG. "We felt there was a real synergy between our customer "This has always been the case, particularly on girlswear, where fashion trends are intrinsically linked to best selling licences," Julia explains. "From one of the first big licensed trends that I ever bought into – S Club 7 – to High School Musical, Frozen and now JoJo Siwa, over the years it has always been the case.

"When a licensed trend hits the market, it can become a huge deal very quickly, but it can die equally fast, so you have to have a real understanding of its potential lifecycle."

Julia says that she has also learnt to enlist as much creative support as possible from the licensor. "The bigger the launch, the greater the impact in store and the better the sales figures. JCB has been particularly supportive over the past couple of years, and we are now also working on something exciting with Nick Jr."

Above and below: M&Co has invested heavily in strong in-store displays and windows for brands including Dinosaur Roar



and the Military Wives Choir membership," Julia continues. "Many of our stores are in towns that

are close to military bases, and having met with some of their committee members, it became clear that we could

develop a really special partnership that would be quite unique to the market."

Going forward into 2018, the growth ambition from Julia and her team is clear. "I would like to see our collaboration with the Military Wives Choirs growing significantly, and to see more choirs performing at store openings and events, which has been particularly successful. I would also like to see continued success on our core,

successful licences and add one or two new ones to the mix."

And longer term? Julia says: "We are always in search of the 'next big thing' on childrenswear, so let's see if we can find another Frozen!"

2017 success stories

"We have done really well with Guess How Much I Love You on babywear, particularly the newborn area," Julia continues. "On boyswear, LEGO Ninjago and PAW Patrol have been strong, as has Harry Potter on nightwear. JoJo Siwa has been the most promising licence for girls.

"I am very excited about the potential for us going forward with JoJo Siwa and, in particular, Peter Rabbit and how that might develop for us."

Licensed For Spring Spring

Inset: Widdop and Co's new licensed AA collection. Bottom: The Happy News giftware range, also from Widdop and Co.



New licensed giftware will be a big part of the spring trade shows, with suppliers investing in properties ranging from big movies to spreading happiness. LSB spoke to some of the industry's leading licensed giftware suppliers to find out what's hot and who's doing what.



Below: The new David Walliams board game from Lagoon.

Comedy turn

Lagoon will be launching a brand new collection of David Walliams games at Spring Fair.

"As David is now Britain's No.

1 author, we're delighted that he has chosen to partner Lagoon in this exciting joint venture, as he is a perfect fit for Lagoon," said The Lagoon Group's director Heather Watherston. "As comedian, actor,



presenter, judge and TV show writer, David Walliams is well known to all generations and will appeal to both the parents and grandparents buying the games, and the children who will receive them as gifts. Traditionally we have done very well with book properties such as Roald Dahl and both Vintage Ladybird and Ladybird for Grown-Ups," pointed out Heather.

The David Walliams range comprises three card games: Go Fish, Cheat and Old Maid; three educational games: Tremendous Times Tables Games, Mental Maths Games and Wonderfully Witty Word Games, plus a memory game and a family board game.

The range, which will be available from February, features imagery from Tony Ross.

Happy news from Widdop

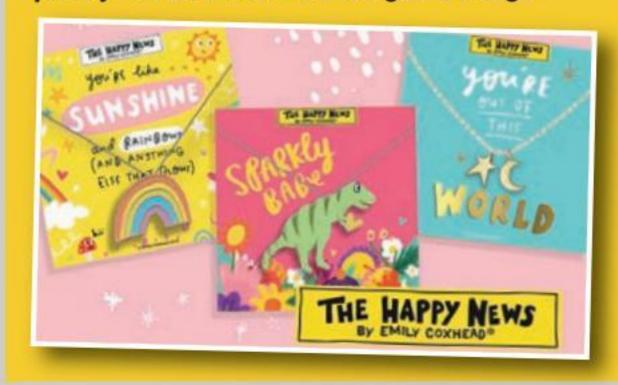
Spring Fair will see Widdop and Co. launching two new licensed collections in 2018 - the AA and Happy News.

The AA range will sit alongside other popular transport themed collections in the company's brand portfolio to include MPH and Steam Railway. "The AA has, of course, become an iconic, instantly recognisable, British brand with over 100 years of history under its belt," said Sue Grant, marketing manager at Widdop and Co. "The concept behind the range is based on humour, with British place names used across a variety of products. For example, Mucking in Essex appears on a wash bag and Belchford, Lincolnshire on a tumbler." The range will be previewed at the company's showrooms in January.

In addition, Widdop has also become the giftware licensee for The Happy News, the brainchild of Emily Coxhead. It started out as a newspaper devoted to happy news only, with Emily spreading the happiness across social media and beyond.

The official launch of The Happy News giftware collection will again be taking place on the Widdop stand at Spring Fair. The extensive range will include playful jewellery and accessories, colourful mugs, on trend bags and an original range of photo frames.

"The Happy News captures the current zeitgeist, connecting with audiences of all ages," commented Widdop and Co's product development director Stephen Illingworth. "The mix of colourful and fresh illustrations and heartfelt text is a dynamic combination and we're thrilled to be part of the next exciting chapter of Emily's journey with the launch of her first giftware range."



Right: Among the new RHS scarf designs from Shruti Designs, launching in the Spring.

In full bloom

Shruti Designs has been licensed to create a new collection of gift and fashion items. The first products in the collection, launching in early 2018, will be a range of scarves using floral designs inspired by

artwork from the RHS Lindley Library.

"We're delighted to be bringing the treasures of the RHS Lindley Library to this new and distinctive range of scarves," said Sarah Lane, key account manager at Shruti Designs.

The scarves will use two designs - one featuring colourful flowers, the other featuring birds and flowers in silhouette - along with four different colourways, creating eight scarves in total.

The official launch of the scarves will be in March. Further items in the collection will follow later in the year, with Shruti holding a launch event in September to showcase its full Spring/Summer 2018 collections.

The scarves will be sold through Junction 18 and will be available from spring.

New project for Ulster Weavers

Ulster Weavers is launching a brand new licence in January, The Eden Project. Although it will be officially launched at

Spring Fair, it will be available from January. The initial range, which includes tea towels. aprons, oven gloves and mitts, has been manufactured by Ulster Weavers using

unbleached cotton, with FSC card printed using

Above: Ulster Weavers. vegetable inks for labels and packaging.

"The natural world provides so much design inspiration and has enabled us to create a collection that embraces the Eden Project's values of sustainability and environmentally friendly production," commented Ulster Weaver's md Kenneth Webb.

Added Eden's commercial manager Tracey Smith: "We have worked closely together to develop the new range and believe that it really brings to life Eden's native and tropical bird designs."

The initial Eden Project kitchen textiles collection will see a full launch at Spring Fair, with further homeware products joining the range later in 2018.

Terrier treats

Groovy UK will be launching a new licence, Jimmy, in 2018 which is based on the drawings of Rafael Mantesso's bull dog terrier Jimmy Choo.

"Groovy looks for trend licences offering something unique in design," explained Monique Scott, founder and owner of Groovy UK.

"Jimmy tells a story but has the look of contemporary design which fits our existing

portfolio. Our range for Jimmy will include everything from a

Above: Jimmy is a new licence for 2018 from Groovy UK.

coffee mug and lunch box to a tea towel, canvas shopper and apron."



Back in black

Half Moon Bay's new Black Panther licence will launch at Spring Fair, as part of the company's spring/summer 2018 collection.

The range will honour the Marvel superhero and complements the new live-action film that is due to be released in February, which focuses on Black Panther's alter ego T'Challa's heritage and the history of the fictional African nation of Wakanda, where he is depicted as a king, warrior and protector.

"Reflecting this, the range heavily features elements such as the strong tribal patterns of Wakanda and metal embellishments that are detailed on Black Panther's superhero suit, as well as well-known phrases and character quotes," explained Half Moon Bay's marketing assistant Emily Moores. "It follows a strong colourway of black, white and turquoise with brushed metal and frosted detailing."

There are eight products, to include a 3D mug detailed in likeness to Black Panther's mask, a detailed Stein mug adorned with debossed tribal patterns and silver metallic embellishments, and a set of four mini glasses featuring iconic logos and phrases such as 'Warrior and King!' and 'Let The Hunt Begin!' along with frosted detailing.

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Filmtastic

Seen as something of a 'red carpet' event, the recent Character Exchange 'blockbuster' gathering to mark the end of 2017 brought together many of the sector's 'A list' leading ladies and hombres.

LSB went 'papping' asking these industry 'celebs' to reveal a fave film and, if a movie was to be made about the UK licensing industry, which actor or character would be best cast to play them.

Tom Roe, commercial director of DHX Brands:

Fave film: "My top film is The Big Lebowski - it's just so funny."

Casting vote: "To play me? That would have to

be Billy Bob Thornton."

Right: (Right-left) Tom Roe (DHX), Holly Oldham (Hasbro), Rob Corney (Bulldog) and Alex Bloom (Spearmark).

Holly Oldham,

licensing director of Hasbro:

Fave film: "Wizard of Oz - Dorothy wears such great shoes."

Casting vote: "I would like to chat to get a second opinion from Ryan Reynolds about this before I make my decision!"

Above and right: Dorothy's shoes and Catherine Zeta Jones.

Rachel Wyatt, marketing director of Kinnerton:

Fave film: "Les Miserables – as it sums up my life right now!"

Casting vote: "Catherine Zeta-Jones

on account of the fact that she's Welsh, too."

Welsh, too."

Caroline Mickler, managing director of

Caroline Mickler Ltd: Caroline Mickler Caroline Mickler Ltd: Caroline Mickler Caroline Mick

Right (Right-left) Rachel

Lowe (Roy Lowe) and

Wyatt (Kinnerton), Martin

Fave film: "Sound of Music as it is the ultimate romantic film."

Casting vote: "Jane Fonda please."

Patrick Bailey, group licensing director of Blues Clothing:

Fave film: "Shawshank Redemption."

Casting vote: "Johnny Depp of course,

underneath all that Jack Sparrow makeup he looks just like me. Or, if he is a busy,

then Homer Simpson would work equally well."

Above: Blues'



Above: Blues' Patrick Bailey (right) and Danilo's Dan Grant.

John McInnerny,

managing director of Allsorts Licensing:

Fave film: "The Godfather."

Casting vote: "I would ask

my cousin Tim McInnerny if he

could do it."

Right: Allsorts'
John McInnerny
(right) has acting
credentials in his
blood while
Sanrio's 'Gresser'
likes it hot!



Below and 2nd top: Russell Crowe and The Godfather.

Simon Gresswell,

chief operating officer of Sanrio EMEA:

Fave film: "Some Like It Hot." **Casting vote:** "Russell Crowe would seem like a safe bet."



Caroline High, senior licensing

manager of FremantleMedia:

Fave film: "Ferris
Bueller's Day Off as I also
used to bunk off school.
Sadly though, unlike
Ferris, I didn't have a
Ferrari in the garage."
Casting vote: "Sarah
Jessica Parker –
same nose!"



Above: (Left-right) Jade Kellman (Sanrio), Caroline High (Fremantle) and LSB's Jakki Brown.

Rachel Wakley, general manager of Warner Bros

Consumer Products UK & Ireland:

Fave film: "The Cannonball Run."



Casting vote: "Gal Gadot – we're just so similar!"

Left: Warner Bros' Rachel Wakley with Will Stewart (The Point 1888).

Below left: Will v Dan!.

Will Stewart, founder of

The Point 1888:

Fave film: "Eternal Sunshine of the Spotless Mind - it is a brilliant love story in reverse."

Casting vote: "No contest -

Desperate Dan."

Hannah Mungo,

director of consumer products - UK and Ireland of NBCUniversal:

Fave film: "The Goonies."

Casting vote: "Poppy

from Trollz."



Above: NBCUniversal's Hannah Mungo (left) and colleague Rebecca French.

Lisa Shand, managing director of Blueprint Collections:

Ollections: Right: Lisa knows her Gere.

Fave film: "Pretty Woman - you can't beat Richard Gere

in that."

Casting vote: "I would feel pretty good if Demi Moore took on the job."

Right: (Right-left) Character Exchange chairman, Trevor Jones, Lisa Shand (Blueprint) and Ben Lowe (Roy Lowe).





James Redfern, sales director of Blueprint Collections:

Fave film: "Top Gun - it's a classic."

Below: Top Gun does it for James.

Casting vote: "I'd love it to be Damian Lewis, but feel that Elmo is more appropriate."

Above: Blueprint Collection's James Redfern (right) with Spearmark's Martin Withers.



Below: Jennifer Lawrence.

Emma Cairns-Smith, head of global acquisitions of Egmont Publishing:

Fave film: "Moonrise Kingdom - it is a great feelgood film without being schmaltzy."

Casting vote: "It would be great if Carey Mulligan could play a younger me and then Meryl Streep could play an older me."



Vicky Hill, licensing director of Bulldog Licensing:

Fave film: "No contest - Sound of Music as it always makes me feel so happy."

Casting vote: "Please could you ask Jennifer Lawrence to play a young me and Judi Dench as my older self."

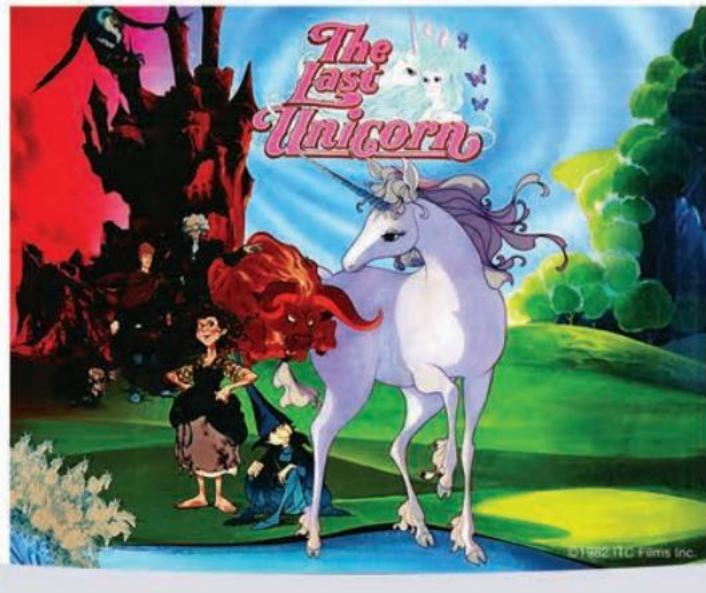
Above: Egmont's Emma Cairns-Hill (left) with Bulldog's Vicky Hill.

























POLDARK

WATERSHIP DOWN







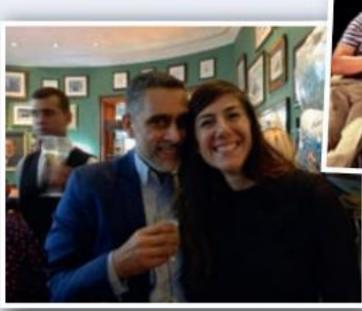


Rob Wijeratna, joint managing

director of Rocket Licensing:

Below: Feelgood from the 80's!

Fave film: "Stand by Me the ultimate 80s' coming of age film."



Casting vote: "Jim Carey would be great."

Above: Rocket's Rob Wijeratna with Mattel's Helen Genia.

Helen Genia, senior licensing

manager of Mattel:

Fave film: "The Highlander."

Casting vote: "Rebel Wilson please."

Below: A double 'Spartacus moment' for Spearmark's Martin Withers (left) and Turner's Graham Saltmarsh.



LICENSIN



Graham Saltmarsh, director of licensing at Turner Broadcasting:

Fave film: "Spartacus - the ultimate epic." Casting vote: "Amscan's Mel Beer says it would have to be Sam Heugham from Outlander as he

could cover the 'hunting, shooting, fishing' side of me with great aplomb." Below: Scarlett Johansson.





Alison Downie, global licensing and brand director of HTI:

Fave film: "Who Framed Roger Rabbit."

> Casting vote: "Jessica Rabbit any day."

> Left: HTI's Alison Downie (right) with Lisle's Gayle Goldsmith.





Susan Bolsover,

head of licensing

and consumer products of Penguin Random House UK:

Fave film: "Cabaret - I have always wanted to be Sally Bowles, it was her green nails that did it for me."

Casting vote: "Angelina Jolie - a tall order I know."

Above: Cabaret's Sally Bowles.

Right: Penguin's Susan Bolsover with Spearmark's Alex Bloom.

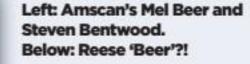


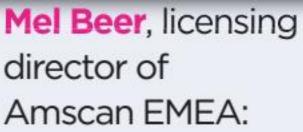


Fave film: "ET - it is just magical."

Casting vote: "The Rock, who else could it be?"







Fave film: "Calamity Jane - as I love the songs."

Casting vote: "Reese Witherspoon."

Left: (Left-right) Egmont's Siobhan Galvin and Emma Cairns-Smith with Blues' Tom Crompton.



Steven Bentwood managing director of Amscan:

Fave film: "Dirty Dancing especially for line 'Hi love... I carried a watermelon"."

Casting vote: "George Clooney, of course."



Above: No one puts Steven in the corner!

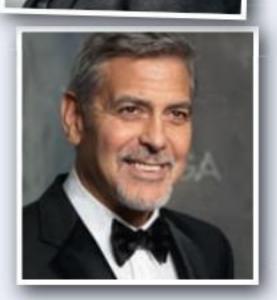
Jason Hall, licensing manager of Ubisoft:

Fave film: "Schlinder's List." Casting vote: "Tom Hardy."



Above: Ubisoft's Jason Hall (left) with Danilo's Daniel Prince.





Daniel Prince, managing director of Danilo:

Fave film: "Pretty Woman." Casting vote: "George Clooney - he looks like me right?"

Ben Lowe, account manager of Roy Lowe and Sons:

Fave film: "Zoolander,

the original."

Casting vote:

"Ryan Gosling would be good."

Above right: BBC's Jason Easy (right) with Ben Lowe (Roy Lowe and sons). Right: Ben Stiller in Zoolander.



Fave film: "Seven - it is such a clever film."

Casting vote: "Luna Girl from PJ Masks of course." Right: eOne's Katie Rollings (left) with Graham Saltmarsh (Turner) and HTI's Alison Downie.

Left: Vickie O'Malley thinks she a deadringer for Danny Devito.





Above: Luna Girl.

Vickie O'Malley,

managing director of Rockpool Licensing:

Fave film: "Jaws."

Casting vote: "It would have to be... Danny Devito."

Libby Grant,

founder of Bloom:

Fave film: "Grease." Casting vote: "Cameron

Diaz."

Right: Bloom's Libby Grant (left) with LSB's Jakki Brown.



Rob Broadhurst.

account manager of Roy Lowe and Sons:

> "Madonna - who was also a great footballer I

Right: Rob Broadhurst (Roy Lowe) with a furry friend!





Casting vote: "Idris Elba, we look

fairly similar."







Comics and graphic novels have spawned some of the biggest entertainment franchises of recent years – think Batman, Superman, Spider-Man and the Marvel Universe to name just a few. But it doesn't stop there – for the licensing business there is still much to discover from this rich world of compelling storylines, engaging characters and powerful art. LSB finds out more.

here has always been a rich vein of content within the comic book and graphic novel universe. The likes of Marvel and DC Comics attracted a large, loyal fanbase who would keenly follow the adventures of their heroes and antiheroes through the pages week after week.

When Hollywood came on board, with Disney and Warner Bros. respectively bringing these characters to the big screen, the sheer potential in these carefully crafted worlds really became evident. Netflix is the latest content producer to

get on board with comic book IP ownership, acquiring Millarworld Comics last summer. Three of Millarworld's franchises - Wanted, Kick-Ass and Kingsman - have been adapted into films that have taken in nearly \$913m combined at global box offices.

For the licensing business, comic books and graphic novels offer a whole new world of powerful art,

compelling characters and strong storylines.

Titan publishes comics based on film, TV, gaming and novels, as well as original content. These include the official Doctor Who comics – both an ongoing modern era, as well as a mini series based on the classic era; video games stories for the likes of Assassin's Creed, Dark Souls and Tekken; the



Left: Millarworld's Kick-Ass was just one of its franchises to be adapted into movies.

Robotech licence (based on the classic 1980s anime series); Penny Dreadful; and Sherlock.

Titan's Will O'Mullane explains to LSB: "On a creative level, if you create a comic book, you're untethered by budget

constraints. The limit is, as corny as it sounds, a writer or artist's imagination.

"You're also afforded a fantastic opportunity to go beyond the licence in unique and surprising ways. For our Evil Within, Dishonored and Wolfenstein series' for example, we offer prequels, sequels and 'inbetweenquels' to the main storylines in the video



games. The comics enhance and extend the main gaming storyline, so gamers can get a fuller picture of the world they're inhabiting when they turn on their console."

From a brand owner point of view, Rebellion has recently dipped its toe into the licensing world. The majority of its licensing work has been focused on the Judge Dredd IP, although it is also seeing other 2000AD characters being developed, notably Strontium Dog and Rogue Trooper.

In addition, last October, Rebellion confirmed that it will be refreshing and reimagining the iconic British football comic, Roy of the Rovers, after 16 years on the subs bench. The initial focus here will be on the lead graphic novel

series, supported by a middle grade novel series.

Two comic book brands which have successfully expanded from the page into consumer products are Beano and Asterix. Beano is marking 80 years in 2018 and is as popular as ever, while Asterix has an incredible track record of success, as Ian Downes, md of agency Start Licensing explains. "First published in 1959, Asterix is now a classic property; 365 million books have been sold globally, with the books translated into 111 languages involving 25 publishers," lan says.

"There have been 13 films - live action and animated - and there is a theme park in France, Parc Asterix. Globally, Asterix has over 100 licensees and is a major property that has cross

Recent specific UK deals include Comic Art and

generational appeal."

Park Agencies, while multi-territory deals have also been secured with Steiff and Funko.

A Valiant signing

Last summer saw Rocket Licensing enter the world of comic books and graphic novels, signing up to manage UK licensing for the Valiant Universe.

Right: Rocket will be handling the Valiant portfolio in the UK.

Valiant was founded in 1989 and relaunched in 2012, building up a strong slate of titles. Notably, a five-picture deal has recently been signed with Sony Pictures and will bring characters including Bloodshot - a former soldier with powers of indestructibility and regeneration - and Faith, a comic book fan turned superhero, to the big screen.



Valiant is already making an impact in the US licensing space through partnerships in apparel, accessories, homeware, toys, games and video games, and Rocket is confident of similar success in the UK. The first licensing announcements are expected around Brand Licensing Europe, with the first phase of product launches likely to take place in autumn/winter 2018.

"We are delighted to be working with a major name in comics and graphic novels that has reinvented itself with stunning success for a new generation of comic fans," says Rob Wijeratna, joint md of Rocket Licensing. "The success of Valiant's slate of characters and its screen potential - already being realised - make it one of the most exciting licensing opportunities in the fast growing area of comic-related media."

A lot of the licensing momentum for Asterix is

generated by the regular release of comic albums, with publishing house Les Editions Albert René being good at translating the graphic novel art into licensing style guides, says lan.

"The release of a new album is a very impactful event. The album prior to the latest release sold over five million copies, with 2.2 million copies being sold in France," lan continues. lan believes there is significant opportunity for licensees and retailers within the comic book and extend main storylines, says Titan, graphic novel sector.

He says: "The genre allows licensees to tap into properties that have a strong fan base who are fully engaged in the property. There is, of course, a significant bank of visual material. Graphic novels have a high perceived value and are high spec products. Retail sectors such as greeting cards, video game stores and apparel could easily stock graphic novels - they would sit well in-store and would also link well into other products and design themes."

It seems that by widening the parameters for perspective properties slightly, comic books and graphic novels could certainly be a proper page turner for the licensing business.







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With the global gaming industry estimated to be worth an incredible \$109bn, and still growing, it's no wonder retailers, licensees and licensors are having such a successful time with gaming brands. Here are some of the highlights of the past year and what's still to come.

Games bright spot for physical entertainment

Sales of physical entertainment (video games, music, DVD, blu-ray) has grown for the first time since August 2014 - up 2.2% year-on-year, the latest data from consumer research company, Kantar Worldpanel shows. But it is the growth in the games market that is most impressive, with this sector growing by 26%.

"It's been a great quarter for games - a real bright spot in the physical market's struggle against the rise of digital," said Olivia Moore, analyst at Kantar Worldpanel. "Argos and Amazon benefited most from the gaming revival, continuing to nip at the heels of market leader GAME."

Amazon remains the largest retailer for physical entertainment, growing share by 0.3 percentage points year on year to hold 20.8% of the market. Meanwhile HMV made the biggest gains: increasing market share by 2.3 percentage points to stand at 18.1%.

Insert Coin celebrates iconic Kojima studios

Insert Coin Clothing is working with the iconic Kojima Productions on a new range of official apparel that celebrates the studio - and Hideo Kojima's

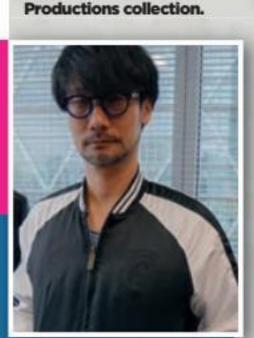
incredible contribution to the video games industry. Hideo Kojima is the creator of the **Metal Gear** franchise.

"We've been working together over the last year to develop a selection of tees, hoodies and jackets, with the first collection of designs due to launch before the end of 2018," said Dan Long, head of communications for Insert Coin.

"We've already had a fantastic response from fans all over the world, and they're really excited for the impending launch. Kojima-san himself posted a photo of



him wearing the first prototype jacket in the collection, and we've been inundated with requests from fans ever since. It's an honour to be working with such a legendary team on this project - and now we can't wait to launch our collection later this year."



Below: Hideo Kojima

from the new Kojima

wearing a prototype jacket

MINECRRET

Fashion UK gets the sequins out

Sequins are not just for Strictly it seems, with flip sequin products taking retail by storm this season. Fashion UK has incorporated sequins into some of its bestselling Minecraft t-shirts.

"It's no longer enough to just display the game logo or key character, consumers are expecting more sophisticated materials and effects," said Amber Hill, creative director for Fashion UK. "Flip seguin products are everywhere, it seems only logical that they should be adapted for apparel use. Bling isn't just for the girls, boyswear is starting to celebrate metallics in order to give designs a little more flair.

"Retailers need to remember that parents and kids aren't interested in buying clothes for the sake of just advertising an interest in the product, but instead want to express their interest in a fashionable manner that still gives them a sense of individuality."

Above: Sequins and metallics incorporated into Fashion UK products.



PlayStation drives Sony's revenue up

Sony Corporation's sales and operating revenues in Q2 (July 1 2017 to September 30 2017) are up 22.1% at ¥2,062.5bn (\$18.25bn) when compared to the previous period last year and its operating income up 365% year-on-year at ¥204.2bn (\$1.8bn).

This growth has mainly come from the Game and Network Service division - which encompasses PlayStation - with reported sales of ¥443.2bn (\$3.92bn), more than doubling what it made the previous period last year. The report stated that this growth was: "primarily due to an increase in PlayStation 4 software sales including sales through the network, the impact of foreign exchange rates, as well as an increase in PS4 hardware sales."

Sony shipped 4.2 million PlayStation 4 units in the quarter, bringing the total number of units sold already or at retail to 67.5 million.

Success for GB eye at Smyths and grocers

It's been another great year for gaming merchandise for GB eye. As well as posters, prints and drinkware, the company launched a range of gift boxes in 2017, including a number

of exclusive lines for Smyths

Toys. The gift boxes pick up on the trend for loot boxes, first introduced in the States a couple of years ago and now big in the UK.

GB eye has also expanded its business with the

Inset: Exclusive Call of Duty gift box for Smyths Toys.

grocers, with Asda and Sainsbury's taking in more product. "Sainsbury's has increased its gaming bay to an all-year round feature and our presence has increased taking in title specific mugs for Assassins Creed, Call of Duty, Pokémon, Pacman, Fallout, PlayStation and Space Invaders," said Max Arguile, licensing manager of GB eye.

Looking ahead to 2018 Max picks out Crash Bandicoot as one to watch: "The new game was a huge success at retail with no marketing spend. Next year it will be going broader (Switch and PC) and there will be another game in 2019. Activision have a five year plan for this and GB eye is delighted to be fully on board for all products."

Discovery Channel ups digital offering

Discovery Channel has partnered with VirtTrade to

develop and publish multiple apps over the next three years. VirtTrade is a developer of gamified collecting and trading apps. The company's proprietary technology enables fans of an IP to collect and trade digital assets (such as virtual cards) with anyone in the world at any time.

Soft-launched in November, **Discovery Card Quest** is the first app from the partnership and is



Above: Users collect virtual cards in Discovery Card Quest.

intended to be family friendly. Users will have a virtual passport to travel anywhere, from inside a living cell to the far reaches of the universe, and throughout time itself. Users will collect power-ups and experience points as they compete and trade with friends to rank amongst the greatest explorers of all time.

Ross Walker, VirtTrade chief commercial officer, said: "We are delighted to be partnering with Discovery Channel. Discovery's content works extremely well as a collectible narrative; and their consumer reach and engagement offers us a user acquisition and potential install base that's second to none."



Above: Wizards Unite will launch in 2018, date yet to be revealed.

Harry Potter AR game on way

Niantic, the studio behind the successful Pokémon GO augmented reality (AR) game is teaming up with Warner Bros. to bring the Harry Potter franchise to life.

Harry Potter: Wizards Unite will use state-of-theart augmented reality mobile technology to put magic in the hands of aspiring wizards and witches worldwide. By exploring real-world neighbourhoods and cities across the globe, players will go on adventures, learn and cast spells, discover mysterious artefacts, and encounter legendary beasts and iconic characters.

"With this game, we are allowing the passionate, worldwide fan base to experience J.K. Rowling's deeply powerful and imaginative universe in a new, truly immersive way," said David Haddad, president, Warner Bros. Interactive Entertainment. "It is wonderful to have Niantic's remarkable augmented reality expertise as we develop this incredibly rich wizarding world for players to explore in their everyday lives."

Iron Gut moves into coins

Iron Gut Publishing has moved into a new business area, lining up a collection of limited edition licensed coins. The company – which is best known for producing licensed art prints – launched the range for Christmas. The initial release included coins featuring Back to the Future, Jurassic Park, Street Fighter and Sonic the Hedgehog.

Each coin is limited to 5,000 worldwide, all individually numbered, embossed on both sides and priced at £10.

Anthony Marks, md of Iron Gut Publishing, commented: "This is a new area for us and we wanted to launch with some of the most well-known film and gaming brands out there."



Inset: Limited edition Sonic the Hedgehog coin from Iron Gut Publishing.

Tikiboo welcomes Candy Crush to licensed line-up

Vibrant fitness-wear specialist **Tikiboo** has revealed its latest licensed collaboration – teaming with mobile gaming brand, **Candy Crush**. Launched in November, the range of leggings and sports bras features unique Candy Crush-inspired designs, described as 'Gimme Some Sugar' and 'Blue Sweet Dreams'.

Faye Jobbins, Tikiboo co-owner, said:
"We couldn't be happier to announce our range and mark our brilliant relationship with Candy Crush. The designs are bright, bold and fun - everything we are as a brand - and we're delighted to be partnering up with Candy Crush to see these designs come to life. Candy Crush is iconic, instantly recognisable and bursting with colour, and we are thrilled to be able to inject our leggings with a splash of Candy Crush cool and be a part of such a brilliant relationship."

Philippe Bost, vp international consumer products at Activision Blizzard, added: "We're delighted to collaborate with Tikiboo on this fun and stylish range of fitness wear. We hope our colourful designs will add an extra bit of sweetness to every workout."

Above: Blue Sweet Dreams leggings and crop top from Tikiboo.



Above: Game will continue to invest in eSports.

Game sells Multiplay Digital

UK retailer Game has sold its Multiplay Digital division to game engine maker Unity for £19 million. Multiplay Digital is the retailer's online game server hosting business. It currently supports a number of major titles including Titanfall 2, Day Z, and Killing Floor 2. The Multiplay unit originally consisted of two different divisions: Digital and Esports & Events. Game has transferred the latter to another wholly-owned subsidiary, and will continue to develop the eSports and events business. Game bought Multiplay for £20million in 2015.

"This transaction is a significant strategic step forward for Game Digital," said company CEO Martyn Gibbs."By divesting Multiplay Digital we simplify the group and focus management on accelerating development plans to fully capitalise on the strong growth potential in our exciting and growing eSports activities, including Belong. We now look forward to further developing GAME Digital as we seek to combine multichannel retail, events and eSports."

Brands On The Run

From historic buildings to of-the-moment bloggers, the world of brand licensing is as fast-paced as ever.

Pagoda Inspiration For HRP

Next year will see the opening of The Great Pagoda in Kew Gardens, under the care of **Historic Royal Palaces**. Built in 1762, and standing 50 metres high, this iconic building is being restored to its former Georgian style and glory. The Great Pagoda reflects the popular fascination at that time with oriental culture.

The licensing team at Historic Royal Palaces has been working with key partners within the jewellery and fashion remit, to create collections inspired by the Pagoda and royal Chinese porcelain collection.

HRP has teamed up with **Hobbs** for its tenth collection for spring 2018 with a range of elegantly tailored shift dresses, floral blouses and jacquards inspired by The Great Pagoda and decorative blue and white Chinese porcelain collected by Queen Mary II and Queen Anne, which can still be seen inside the palaces today. Items will be sold in key Hobbs stores across the UK and in the US from March 2018.

Also taking inspiration from the Great Pagoda is jewellery specialist **Clogau** for its summer collection, interpreting the iconic structure across a silver pendant, drop earrings, ring and bracelet and will include rose gold and white topaz within the designs.



V&A Heads For China

The **V&A** has China firmly in its sights and has appointed **Alfilo Brands** as its exclusive agent in Greater China.

On behalf of the V&A, Alfilo Brands will seek and appoint vendors and retailers across a broad range of product categories including apparel, home interior, fashion

accessories and home decoration. In addition, Alfilo Brands will launch V&A online stores and roll out brick and mortar stores in major cities across China.

Lauren Sizeland, head of business development and licensing at the V&A, said:

"Alfilo Brands comprises a highly skilled and extremely dedicated and motivated team. I am really looking forward to working closely with them and have every confidence that they will successfully expand our licensing programme in this important territory."

RANDISSIMO

Left: Ledo launches Bailevs ice cream.

Ice Cool Baileys

Beanstalk has further extended the food programme for **Baileys** with the launch of ice cream with licensee **Ledo**.

The Grandissimo Deluxe Baileys Ice Cream range is topped with a rich Baileys sauce, incorporating the indulgent creaminess of the core beverage. The product launched in Croatia, Bosnia and Herzegovinia last summer, with further expansion plans across Eastern Europe scheduled for summer 2018.