



WILDBRAIN CPLG LAUNCH LINE FRIENDS POP-UP WITH BRAVADO

London, 18th November 2019: Following the hugely successful BT21 London pop-up store in May, WildBrain CPLG has joined forces with Bravado, Universal Music Group's industry leading merchandise and brand management company, for a second time to execute a pop-up store, featuring widely loved character IPs from global brands LINE FRIENDS, BROWN & FRIENDS and BT21.

The pop-up store will take place in Camden, London over three weekends in November, the first of which took place this weekend, plus 23rd – 24th November and 30th November – 1st December, and will showcase a wide selection of product for both BROWN & FRIENDS and BT21, a new character IP loved by millennials worldwide.

The extensive product range will include apparel, accessories, homeware, gifting and stationery developed by Bravado, and also feature ranges from a number of licensees with some products designed exclusively for the event to complement Bravado's lines.

The pop-up will also have various experiential elements, including photo opportunities and product demonstrations throughout each weekend, allowing customers to fully immerse themselves and engage with the brands.

Bravado's BT21 pop-up store in May saw over 12,000 people through the doors, across six days. Customers were incredibly excited to get their hands on exclusive, limited edition merchandise of LINE FRIENDS' BT21 previously unavailable in the UK, and which sold out during the course of the event!

Stacy Scimia, UK Category and Retail Director, at WildBrain CPLG, said: "Leading into the Christmas gifting period, we think it will be great timing to bring new and exclusive products to this extremely engaged fanbase."

David Boyne, Managing Director at Bravado UK, said: "We are delighted to be working with WildBrain CPLG and LINE FRIENDS again and look forward to recreating another incredible Pop Up experience."

For more information, please contact:

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About Line Friends

LINE FRIENDS is a global character brand which originally started from BROWN & FRIENDS, created for use as stickers for the leading mobile messenger app LINE and its 200 million active users worldwide. Taking a step further, the company has emerged as a global creative studio by offering diversified content based on its wide array of Intellectual Property (IP)s including 'BT21', 'Animation Running Man', 'ROY6' and 'Usamaru'. LINE FRIENDS also has collaborated with a number of renowned brands including Bang&Olufsen, Leica, Lepetto, Converse, LAMY and Brompton, all aligned with the company's philosophy and value to showcase premium character products. LINE FRIENDS has operated more than 170 stores in a total of 14 markets in trend-leading cities such as New York, LA, Tokyo, Seoul and Shanghai. Since it became an independent company in January 2015, LINE FRIENDS continues to win the hearts of millennials worldwide through interactive digital communication and differentiated brand experience across multiple retail touchpoints. For more information, please visit www.LINEFRIENDS.com.

About Bravado

Bravado lives at the crossroads of music and fashion. We understand the power of smart merchandising, and we know how to create products that spark organic, emotional connections between fans and artists. Our world class capabilities have made us the leading provider of consumer, lifestyle and brand management services around the world. With teams in 40 countries, we create a tailored approach for every project — from creating new spaces in the market to bringing an artist's creative vision to life. Bravado is about building brands and legacies that live on, beyond the music.

About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 40 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.