



CHINTI & PARKER COLLABORATES WITH PEANUTS FOR LUXURY CASHMERE AND KNITWEAR COLLECTION

London, 30th September 2019: London-based luxury womenswear brand Chinti & Parker has launched a 29-piece Peanuts collection in a collaboration brokered by WildBrain CPLG UK, on behalf of Peanuts Worldwide.

Celebrating the iconic comic strip and its much-loved characters, the collection encompasses luxurious cashmere and wool knits, track pants and tees in an array of paint-box bright colours, featuring Snoopy and the rest of the Peanuts gang.

“Peanuts is such an iconic and well-loved name, we were truly thrilled to collaborate with the brand on this collection. Their use of colour, playful wit and sense of fun is aligned with Chinti & Parker’s values making this the perfect match. The illustrations lend themselves well to knitwear, and we have created product which we hope captures the enduring sense of joy and delight associated with the Peanuts characters,” said a spokesperson from Chinti & Parker.

“Chinti & Parker are recognized for their quality and ability to inject fun into women’s wardrobes, making them the ideal collaborator for Peanuts,” said John Taylor, Managing Director WildBrain CPLG, UK & France. “They have created a fantastic premium collection which embraces the Peanuts characters’ sense of fun and laid-back style, perfect for fans and consumers everywhere.”

The collection retails from £95 to £395 and is available at chintiandparker.com, high-end department stores and boutiques internationally.

As Peanuts prepares to celebrate its 70th anniversary in 2020, the Chinti & Parker collection is part of an extensive line-up of collaborations with notable fashion brands planned for the brand.

For more information, please contact:

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About Peanuts

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang



have made an indelible mark on popular culture. The new series *Snoopy in Space* will be launching on AppleTV+ on November 1, 2019. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain Spark network on YouTube. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, *Peanuts* partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are 41% owned by WildBrain (TSX: DHX, NASDAQ: DHXM), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.

About Chinti & Parker

For the last decade, Chinti & Parker has been dedicated to creating collections which aim to enliven and invigorate women's wardrobes with bold colour, timeless cuts and innovative texture. The brand was founded in London by Anna Singh and Rachael Wood; cousins who believe that cleverly designed, exceptionally produced clothing brings effortless style to every occasion. With an inherent understanding of what women feel good in, Anna and Rachael dreamt up a brand with an irresistibly playful spirit that holds time-honoured techniques and luxury craftsmanship firmly at its core.

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.