



## **CPLG collaborate with Polish Streetwear brand PLNY LALA for Nickelodeon's *SpongeBob SquarePants* Streetwear Collection**

**London 20<sup>th</sup> December 2018:** CPLG in cooperation with Viacom Nickelodeon Consumer Products brokered a collaboration with Polish streetwear brand PLNY LALA for a limited-edition clothing line inspired by Nickelodeon's hit animated series, *SpongeBob SquarePants*.

The range launched last week as part of Nickelodeon's SpongeBob Gold campaign and is exclusively available to purchase in PLNY LALA's pop-up shop at Mokotowska 26 in Warszawa, Poland, and online at [www.plnylala.pl](http://www.plnylala.pl).

The collection features sweatshirts, t-shirts with prints, sweatpants and underwear (including socks and pants), as well as bags and belts featuring colours seen in the iconic TV series, including shades of gold, yellow and pink and characters from the beloved show. Items in the collection are priced between 39.00 - 599.00 PLN (roughly \$10.36 - \$159 USD) and are offered in a range of sizes (XXS - L).

To celebrate the launch of the *SpongeBob SquarePants* streetwear collection, PLNY LALA hosted a sponge-tastic launch party at their new boutique in Warsaw on the day of launch, which was attended by a host of press, influencers and local celebrities.

Małgorzata Kawka, Account Manager at CPLG Poland, who managed this project on behalf of CPLG, commented, "It's been a privilege to work with PLNY LALA on this collection. The brand is loved by celebrities and influencers and we are delighted that they've taken inspiration from *SpongeBob* for their latest launch. They've injected a lot of fun into their designs and the result is a laid back but stylish collection that we are sure will appeal to their extensive fan base."

Elisa Minetti, Creative Director & Designer at PLNY LALA, commented, "Creating this collection was a big challenge, but also provided great enjoyment. I was charmed by this simple and funny story of two best friends, *SpongeBob* and Patrick, who face cynicism from the world around them with unbridled optimism. Although they make mistakes, their positive attitude always wins. Our aim was to show their positive vibe, and if this collection makes our customers smile, then we have achieved our goal."

For further information, contact:

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### **About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) 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, Middle East, Greece & Turkey and the US. Owned by DHX Media ([www.dhxmedia.com](http://www.dhxmedia.com)) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

### **About DHX Media**

DHX Media Ltd. (TSX: DHX, NASDAQ: DHXM) is a global children's content and brands company, recognized for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at 13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has offices worldwide. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).