



Italian Designer Alessandro Enriquez Reinterprets Felix the Cat in a New Collection Debuting at the 93rd Edition of Pitti Uomo

9th January 2018: Italian designer Alessandro Enriquez, in partnership with Universal Brand Development, launches a new capsule collection inspired by the iconic cartoon character, Felix the Cat, at the 93rd edition of Pitti Uomo, the premier international event for men's fashion and lifestyle projects. The collaboration was brokered by **CPLG Italy**.

Felix the Cat made his big screen debut in 1919 and went on to have his own cartoon strip and cartoon series. He was also the first-ever image to be transmitted across the television airways, in 1928, and went on to become a TV and technology pioneer and a true pop icon. The theme of this year's Pitti Uomo will be Cinema, which lends itself perfectly to Felix.

Created by a team of talented animators, among them Otto Messmer and Joe Oriolo, Felix the Cat appeared in over 100 movies between the 1920s and 30s. Felix is today considered a true pop icon of international fame and has already been featured in a number of prestigious collaborations in the fashion industry, including Castelbajac Paris, Coach, Scotch & Soda and most recently London based design label Fyodor Golan.

For Pitti Uomo, Felix the Cat is reimagined, thanks to Alessandro Enriquez's ironic and Italian signature, throughout different apparel items, such as sweatshirts, t-shirts, knitwear and shirts, to create an irreverent and joyful capsule collection.

The collection will preview at **10x10 ANITALIANTHEORY** stand – a brand created and styled by Enriquez himself – and will be available to buy in select high-end stores globally from September 2018.

Enriquez is also working on a limited edition Felix the Cat t-shirt collection, to be sold exclusively in the Milanese boutique Banner during Saint Valentine week as part of a charity event.

#FELIXTHECATFASHION

For licensing opportunities please contact CPLG ITALY, marketing@it.cplg.com

About Alessandro Enriquez

Alessandro Enriquez has a varied cultural heritage: his mother is from Sicily while his father has French-Tunisian origin and descends from a Spanish family.

Since his bachelor of Arts in 2004 at the University of Palermo, he starts his "wanderings" - first living in Barcelona then in Palma de Mallorca and finally in London. Here he studies fashion design in one of the most prestigious institutes of Europe, Central St Martins in London, he continues his studies at the Istituto Marangoni in Milano, where he lives today.



Following his studies, he begins his career as a designer, which brings him to work at the Italian fashion house Costume National Maison.

In 2009 Alessandro started teaching at the Istituto Marangoni and then at IED (Istituto Europeo di Design), where he still teaches. A restless and versatile soul, he does not limit himself to working only on one project, but he follows his greatest ability: “communication”.

One of his passions is writing about art and fashion. He has collaborated with a number of influential magazines such as Vogue Kids, Vogue Wedding, grazia.it, elle.it and Marie Claire. He is considered by the international press as the “young Italian ambassador of fashion”.

10x10 AnItalianTheory is the brand created from the eclectic mind of Alessandro Enriquez. The brand portrays the designers ironic, unconventional and colourful viewpoint on Italian culture, encompassing fashion, food and design. It all started with a book '10x10 AnItalianTheory' which developed into a collection of men's women's and kidswear. 10x10AnItalianTheory is a constantly evolving project.

About Pitti Uomo

Pitti Immagine Uomo, the premier international event for men's fashion and lifestyle projects with a global reach, will be held in Florence from 9 to 12 January 2018. This global salon captures the most up-to-date fashion currents and projects with a broad appeal. At this edition there will be a special focus on the athleisure phenomenon and greater emphasis given to venues dedicated to the most contemporary and experimental menswear styles. It will showcase the new generation of artisans from across the globe, cutting-edge designs and luxury underground brands. It will feature gender-neutral collections, a selection of the most forward-looking proposals and international talent who are hoping to be discovered. As always, at its core the fair offers quality fashion labels representing the new classic style and brands that promote modern sportswear. All of this together with the unique welcome provided by the Pitti Immagine fairs.

About Universal Brand Development

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products, Games and Digital Platforms, and Live Entertainment based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA).

About CPLG

CPLG (www.cplg.com) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media (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.