



ESSENTIEL ANTWERP LAUNCHES PINK PANTHER COLLECTION

London, 28 August 2018: A Pink Panther fashion collection for ladies has launched at Belgian fashion label Essentiel Antwerp, in a deal brokered by CPLG on behalf of Metro Goldwyn Mayer Studios (MGM).

The collection includes a range of playful sweatshirts, knit sweaters, t-shirts and handbags with embroidery, sequins and catchy slogans featuring the iconic Pink Panther. The collection will be included in a look book shoot and featured on Essentiel's social media channels.

Essentiel Antwerp started out as a basic T-shirt collection in 1999 in Belgium and grew into a colourful Ready-to-Wear collection for men and women. Today there are 42 Essentiel stores in Belgium, France, Spain, the Netherlands, Germany and the UK, in addition to over 800 distribution points internationally.

Established in 1964, a star of both small screen animation as well as the movies, the Pink Panther has become a true pop icon with his cool, hip, laid-back style. Loved by both adults and children, he has been the inspiration behind prestigious fashion collaborations around the world.

Tom De Poortere, Creative Director at Essentiel Antwerp, said: "We always look to include graphic prints or characters into our collections and the Pink Panther is fun, colourful and has a unique charm which perfectly fits our brand."

Matt Tobia, Account Manager, CPLG Benelux, added: "The Essentiel brand is synonymous with luxurious, off-beat fashion and they have created a stylish, contemporary range for Pink Panther, which reflects the sophistication for which the character is known and loved. We are delighted to collaborate with Essentiel Antwerp on their first Pink Panther collection, and are confident fans of both brands will be thrilled with the results."



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About Essentiel Antwerp

The Essentiel Antwerp success story is unique in Belgium.

Esfan Eghtessadi, the son of Nicole Cadine (fashion designer), grew up in a world of textiles, sketches and fashion collections. Inge Onsea, his wife, was a fashion model who spent five years in India where she fell in love with colors, prints and unique color combinations.

In 1999 Esfan and Inge took their chance and launched a T-shirt collection on the market. The range consisted of four models in twenty different colours, *essentiel* basic garments that are necessary in every wardrobe. The young couple's apartment served as a showroom, and the T-shirts sold like hot cakes. After a year, the first store opened in Antwerp. Four seasons later, knitwear, jackets, dresses, shirts and trousers in trendy colors, new materials and an entire new range of accessories were added to the collection.

Essentiel Antwerp was born as a full-fledged Ready-to-Wear collection.

An out-and-out success! Following an unexpected triumph at the Who's Next fair in Paris, Essentiel Antwerp opened boutiques in Knokke, Brussels, Antwerp, Leuven, Hasselt and Bruges. In 2004, Essentiel Antwerp launched its first men's collection. The existing stores are complemented with a Men's Corner, while men only stores were opened in Antwerp, Knokke and Leuven. This development has also spread abroad, with new points of sales opening in France, the UK, Spain, Germany, The Netherlands and China.

About The Pink Panther

The Pink Panther has become a pop culture icon since its debut in 1964 having appeared in a number of motion pictures, animated series and television specials; theatrical animated shorts; books, comics and merchandise; computer and console video games; and advertising campaigns. The Pink Panther character was designed in 1963 by producer David DePatie and Academy Award winning cartoon director Friz Freleng who created the animation studio DePatie-Freleng. Freleng's *The Pink Panther* (1964) won the Academy Award for Best Animated Short Film in 1964, establishing the cartoons in animation history. The franchise includes a series of comedy films created by Academy Award winning producer/director Blake Edwards and Academy Award winning writer Maurice Richlin. The Academy Award nominated theme song was composed by Academy Award winner Henry Mancini and recorded by tenor saxophone player Plas Johnson.



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, Nordics, 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.

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.