



## THE FIRST H&M PINK PANTHER COLLECTION LAUNCHES

**9th May 2018:** A Pink Panther fashion and accessories collection launches at H&M stores worldwide in a deal brokered by CPLG on behalf of Metro Goldwyn Mayer.

The collection will feature the classic character on a range of products for children and adults. The first girlsweat styles recently arriving in stores includes a short sleeve t-shirt and shorts set featuring a Pink Panther placement print and the iconic paw prints. Further styles will roll-out over the coming weeks.

The collection will be available in H&M stores across Europe, the Middle East, Africa, North and South America and selected countries in Asia Pacific, as well as online.

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 alike, he has been the inspiration behind prestigious fashion collaborations all over the world.

“We’re really excited to launch the first Pink Panther collection at H&M worldwide and we look forward to seeing the reaction,” said Jenny Strehle, Commercial Director, CPLG Nordics. “The Pink Panther is a global pop culture brand that connects with all demographics. As a world leading fashion retailer for all ages, H&M is the perfect company with which to further extend Pink Panther into the world of fashion and accessories, and continue the pink trend worldwide”.

The H&M collection is part of a wider Pink Panther licensing programme led by CPLG across Europe.

**For more information, contact:**

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### **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 Phink* (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](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 Ltd.**

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally 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 20 offices worldwide. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).