



Farah Merhi to Launch Inspire Me! Home Décor Collection on QVC® in a deal brokered by CPLG

London 15th August 2017 – Inspire Me! Home Décor, the lifestyle brand founded in 2012 by social media influencer Farah Merhi, is scheduled to launch its first collection on QVC® in the US on September 22, in a deal brokered by CPLG.

Inspire Me! Home Décor began on Instagram and has since become one of the most followed home décor accounts on the platform with 4.3 million followers. The brand brings classic, elegant and glamorous designs into homes around the world, embodying Farah’s distinct aesthetic and passion for design.

“I am thrilled to be launching my first-ever collection with QVC,” said Merhi. “Designing the line has been a fantastic experience and has given me the opportunity to create a range of products that truly reflect my style and personality. QVC is the perfect platform for the debut of my line because of its loyal customer base, which trusts in the QVC brand and enjoys discovering new and exciting products. I can’t wait to showcase my collection to QVC customers.”

The QVC launch will include a luxurious assortment of homeware products including bedding, throws, rugs, oil diffusers, mirrors, a mirrored tray, flameless candles and storage ottomans. The collection reflects Farah’s distinct style and eye for design, while still being comfortable and affordable. Items from the line will range in price from USD \$40 to \$350.

“Inspire Me! Home Decor inspires and empowers fans to create beautiful, warm and inviting spaces in their homes,” said Erin Dippold, Vice President Licensing, CPLG North America. “Farah has her finger on the pulse of design trends and gains instant feedback via her loyal and engaged followers. QVC is the ideal platform to launch the first line of products and we can’t wait to see the response from customers.”

“Like so many others, we have been following Farah on social media for quite some time. She is one of the most influential names in home décor and that success is a testament to her passion for design and her dedication to her followers,” said Ken O’Brien, Senior Vice President of Merchandising for QVC. “It’s been exciting working with Farah to finally bring her inspiration to life, and we can’t wait to debut her collection to her social media fans and QVC customers.”

Items from Inspire Me! Home Décor are scheduled to be available beginning September 22 through QVC.com, the QVC apps or by calling 800.345.1515.

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About Farah Merhi

Farah Merhi, founder of Inspire Me! Home Décor, is a design expert, stylist, wife, mother of three, and a leading social media influencer in the home decor space. In 2012, Farah began Inspire Me! Home Decor's Instagram page as a creative outlet to catalogue inspiration and connect with others who share her passion for design. With Farah's success on Instagram, she built Inspire Me! into a lifestyle brand, offering advice, inspiration, and Inspire Me! products to her audience. From day one, Farah established a personal and honest connection with Inspire Me! fans, a connection she continues to foster through expanding the platform as well as continuing to host a one-on-one dialogue with her audience.

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 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.

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