



## **WILDBRAIN CPLG STRIDES INTO COLLABORATION BETWEEN DR. SEUSS AND IRREGULAR CHOICE**

### **New footwear and accessory line inspired by Dr. Seuss's beloved title *The Cat in the Hat***

London UK – 16 November 2020 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has secured a deal between Dr. Seuss Enterprises, L.P. and shoe and accessory brand Irregular Choice for a colourful collaboration inspired by the iconic Dr. Seuss book, *The Cat in the Hat*.

Brokered by WildBrain CPLG, which represents Dr. Seuss Enterprises across EMEA, the deal will launch an adult collection that includes heeled shoes, boots, sneakers, bags and tights – all featuring the iconic Cat and Thing One and Thing Two from the famous picture book. The collection is now available worldwide on the Irregular Choice [website](#), and will also launch at Irregular Choice stores across the UK. To support the collaboration, Irregular Choice and Dr. Seuss are promoting the range on social media, with Irregular Choice also executing influencer outreach and installing branded window displays across its UK stores.

John Taylor, VP Northern Europe and Managing Director UK and France at WildBrain CPLG, said: "Irregular Choice is celebrated for creating unique, bold and eye-catching products that stand out from the crowd. As we continue to expand the merchandise offering for adults who've loved *The Cat in the Hat* since childhood, we knew Irregular Choice would be an ideal partner to capture the brand's mischievous and energetic spirit, and we can't wait to see fans enjoying the collection."

"Dr. Seuss books are not your typical books, and shoes from Irregular Choice are not your typical shoes," said Susan Brandt, president of Dr. Seuss Enterprises. "That's why we believe this collaboration is so well paired and this expressive collection really speaks to the originality of both brands."

Dan Sullivan, Founder and Designer at Irregular Choice, added: "Irregular Choice's ethos is to 'Recapture your freedom which eloped with your youth', and better than anyone, Dr. Seuss epitomises that freedom of thought, and unstifled creativity. Not only amazingly inspirational, but words to live your life by. There are so many thought provoking quotes, stories and images, which when growing up drove my young mind, and I have tried to take them with me throughout my life. To have the chance to even slightly tap into that world of fun filled imagination, has been a dream fulfilled."

**For more information, please contact:**



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### **About WildBrain CPLG**

WildBrain CPLG 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, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

### **About Dr. Seuss Enterprises, L.P.**

Dr. Seuss Enterprises is a leading global children's entertainment company focused on preserving and enhancing the quality and dignity of Dr. Seuss's body of work thereby ensuring that each generation will experience the stories, characters, life lessons, and genius of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Dr. Seuss Enterprises' global endeavors complement Dr. Seuss's iconic books and include films, TV shows, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. Ted Geisel once said he never wanted to license his characters to anyone who would "round out the edges" – a guiding principle at Dr. Seuss Enterprises. For more information about Dr. Seuss and his works, visit [Seussville.com](http://Seussville.com), and follow us on [Instagram](#), [Facebook](#), [YouTube](#), and [Pinterest](#).

### **About Irregular Choice**

Irregular Choice was created by Dan Sullivan in 1999 as a reason to stand out from the crowd. His aim was to create an exceptional offering of fashion shoes with the emphasis on fun, funky Irregular designs. With parents as designers of creative shoes in the 70s & 80s Dan had a taste for footwear at an early age. Those experiences inspired him to create Irregular Choice. He knew that customers wanted something different and fun but at affordable prices. The formula has worked and people all over the world have fallen in love with Irregular Choice. All designing is still done by Dan Sullivan himself to ensure that the styles remain fresh, unique to the vision Dan has of the brand. Which is what makes Irregular Choice designs completely truthful to its name. Embellished heels, ornate wood carvings, tiny intricate charms, lavish fabrics, memorable colours combinations, everybody has an Irregular Choice favourite shoes or story. Dan's library of fabrics, leathers, prints, trims, toys and colours are simply never-ending. Each season Dan creates over 300 different Irregular unique styles, and is constantly jotting down ideas and sketches as an unstoppable creative process, and must



be now getting to over 10,000 styles created since the companies birth. What begun in the small seaside town of Brighton with outlets across Europe, Irregular Choice is now highly respected international brand stocked in over 50 countries worldwide including Europe, North America and Asia with various flagships retail stores across the world.