



Dutch Fashion Designer Marlou Breuls Launches SpongeBob SquarePants couture collection at Amsterdam Fashion Week

For Immediate Release

London, UK, 11th March 2019: Dutch designer Marlou Breuls debuted at Amsterdam Fashion Week on Friday 8th March, with her SpongeBob x Marlou Breuls couture collection, in a collaboration brokered by CPLG on behalf of Viacom Nickelodeon Consumer Products.

Entitled “The Icon Collection”, the range celebrates the 20th Anniversary of SpongeBob SquarePants and consists of eight looks that are inspired by the iconic characters from the hit Nickelodeon series.

Marlou Breuls has translated eight characters from the series into 3D avant-garde silhouettes, with the spongy themes of SpongeBob SquarePants tying the collection together, while every iconic look remains clearly recognisable and distinct through its shape and use of color.

This collaboration is part of Nickelodeon’s 20th Anniversary celebration of SpongeBob SquarePants and pays tribute to one of the most iconic TV series and characters ever made.

Marlou Breuls commented: “It is very special to create an *avant garde* collection for the 20th Anniversary of SpongeBob SquarePants in my own handwriting. In this way, commerce and art come together, making this collaboration with Nickelodeon especially unique.”

Brenda Draaisma, General Manager CPLG Benelux, added: “We are delighted to be working with Marlou to celebrate SpongeBob’s 20-year history. Marlou has created her own revolutionary take on the iconic characters and translated them into a fun and unique collection whilst staying true to each character’s distinct look and feel.”

Jeannine Lafèbre, Sr. Director Licensing from Viacom Nickelodeon Consumer Products concludes: “I am so excited about this collaboration! Marlou and CPLG have worked hard to turn this unique SpongeBob collection and amazing opening show at the Amsterdam Fashion Week into the best possible kick-off ever for the Best Year Ever for SpongeBob in the Netherlands!”

The collection was showcased at Amsterdam Fashion Week from 7th – 10th March 2019. Plans are also underway to launch a line of apparel and accessories for women based on the show at retail from AW19.

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About Marlou Breuls

The Amsterdam-based designer Marlou Breuls founded her brand in 2016, after her graduation in Fashion and Design at the Amsterdam Fashion Institute (AMFI). Her graduation collection, 'the non-conformist',



received an incredible reaction from the press and therefore won the Lighting 2016 Audience Favorite Award. Her work is a mix between authentic handmade skills and unusual material use. Breuls creates a revolutionary vision with contradictory and conceptual collections. Her work responds to social issues by creating a balance between provocation and the use of bold choices in form and color. Breuls regularly works for singers like Björk and Sia and her designs can be seen in magazines such as *W* and *Vogue*.

About CPLG

CPLG (www.cplg.com) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world's best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest licensing network in Latin America. 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 collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach - Expert Common Sense.

About Viacom Nickelodeon Consumer Products

Viacom Nickelodeon Consumer Products (VNCP) oversees all merchandising and retail operations for Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading multimedia entertainment companies and home to such powerhouse brands as Nickelodeon, MTV, Paramount Network, Paramount Pictures and Comedy Central. With a diverse portfolio spanning animation, preschool, youth and adult licenses, VNCP is committed to providing key partner development and innovative marketing solutions, ensuring the highest quality product offering across some of the world's most powerful TV and entertainment properties, including *SpongeBob SquarePants*, *PAW Patrol* and *Teenage Mutant Ninja Turtles*.

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.

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