



## **WILDBRAIN CPLG TURNS UP THE VOLUME WITH MTV X EASTPAK COLLABORATION**

### **New 1980s-inspired bag collection now available globally**

London, UK – 14 October 2021 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a global deal with Eastpak for a collection inspired by ViacomCBS Consumer Products’ iconic pop culture and entertainment brand MTV. The range launched earlier this month and during MTV’s 40<sup>th</sup> anniversary year, and spans backpacks, a duffel bag and bum bag, all featuring bold hand-drawn elements and bright ’80s-inspired graphics. The deal was brokered by WildBrain CPLG’s Benelux team.

MTV is recognised for leading and evolving with youth culture for four decades. The brand celebrates the spirit of youth – from escapism to activism, and fuels pop-culture conversations by being the ultimate music insider. The MTV x Eastpak range is now available at Eastpak’s stores and website globally and is being supported by an extensive marketing and social media campaign.

Peter Evers, Commercial Director Benelux at WildBrain CPLG, said: “There continues to be significant demand from consumers for merchandise that evokes a feeling of nostalgia and transports them back to a moment in time. Through this loud and bold collection, we’ve brought together two decade-defining brands from the ’80s to create a line that celebrates not only the importance of both MTV and Eastpak during that era, but also their continuing appeal with young adults today.”

Maxime Morel, Senior Merchandiser Special Projects at VF International, added: “Our new collaboration with MTV reimagines our classic designs in the style of the world’s most iconic entertainment brand. We translated the nostalgic MTV graphics into a capsule collection that features three vibrant prints, and each design stands out with co-branded MTV and Eastpak logos. The boombox-inspired MTV Duffel bag is exclusive to this collection, paying homage to the 1980s era.”

WildBrain CPLG represents additional pop culture and retro ViacomCBS Consumer Products brands in multiple territories, including MTV, Star Trek, Twin Peaks and 90210. This MTV x Eastpak collaboration builds upon WildBrain CPLG’s recent deal for ViacomCBS Consumer Products with Tommy Hilfiger, which saw the successful launch of ‘A Blast From The Past’ capsule fashion collection this summer. The Hilfiger range features iconic characters and logos from Nickelodeon and MTV across a range of T-shirts, sweats, and hoodies.

#### **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. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

### **About ViacomCBS**

ViacomCBS (NASDAQ: VIAC; VIACA) is a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, its portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, Paramount+, Pluto TV and Simon & Schuster, among others. The company delivers the largest share of the U.S. television audience and boasts one of the industry's most important and extensive libraries of TV and film titles. In addition to offering innovative streaming services and digital video products, ViacomCBS provides powerful capabilities in production, distribution and advertising solutions for partners on five continents. For more information about ViacomCBS, please visit [www.viacomcbs.com](http://www.viacomcbs.com) and follow @ViacomCBS on social platforms.

### **About Eastpak**

Eastpak has been making bags that inspire people to move since 1952. From a manufacturer of military-issue packs and duffels for the US army to a leading lifestyle brand for people who live, work and play in the city. Since 2000, Eastpak forms part of the VF portfolio of international brands. We ensure that the same commitment to quality that made Eastpak famous lives on in its range of stylish and functional backpacks, shoulder bags, travel gear, and accessories. Eastpak continues to evolve with its loyal fans, and it is still very much the brand that is "Built to Resist".