



WILDBRAIN CPLG EXPANDS BRAND & LIFESTYLE PORTFOLIO WITH WORLDWIDE RIGHTS TO OSPREY LONDON

London, 12th November 2019: WildBrain CPLG has been appointed worldwide licensing agent for British luxury leather goods & gifts brand OSPREY LONDON.

Founded by British entrepreneur and designer Graeme Ellisdon in 1980, OSPREY LONDON is best known for its stylish leather bags and accessories for men and women, as favoured by royalty and stars of stage, screen, music and the arts. Impeccable attention to detail and craftsmanship has earned OSPREY LONDON a reputation as an affordable luxury leather brand with an irreverent take on British style.

With initial focus on the UK market, WildBrain CPLG will extend the brand into new categories through innovative and design-led product ranges across apparel, personal care, footwear, home and gift, creating quality products that reflect the handcrafted ethos and British sense of style for which OSPREY LONDON is famous.

John Taylor, Managing Director UK & France, at WildBrain CPLG, said: "We are excited to welcome such an iconic British fashion brand to our portfolio. OSPREY LONDON is renowned for its great design, quality and sense of style and we look forward to working with best-in-class partners to extend these values into new product areas."

Graeme Ellisdon, CEO of OSPREY LONDON, said: "The OSPREY LONDON brand has a thriving clientele of loyal fans who appreciate the way our products combine understated luxury with intelligent detail. We're raring to translate the brand ethos into exciting new categories for our customers."

Over the last few years, OSPREY LONDON has seen large growth at retail. The brand's London flagship store opened in 2014 and showcases the latest leather collections, limited editions and flagship store exclusives, while the brand's three beautiful rural stores play to its strong roots in nature. The company has a successful online and wholesale business, as well as 13 UK outlet stores, which stock contemporary and more affordable lines, and in recent months has established distribution across mainland Europe and North America.

The brand has also collaborated with several world-class fashion designers, including Ralph Lauren, Paul Smith and Dries Van Noten, and most recently joined forces with Turner Prize-winning artist Grayson Perry to produce a limited-edition handbag collection.

For more information, please contact:

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About OSPREY LONDON

OSPREY LONDON is the trading name of Graeme Ellisdon Ltd, which is wholly owned by the Ellisdon family. Celebrating the company's fortieth anniversary in 2020, the brand has expanded seamlessly in the past five years into home fragrance, silks and boxed gifting.

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 40 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.