



## **WILDBRAIN CPLG LANDS NEW PEANUTS CONSUMER PRODUCTS DEALS ACROSS EUROPE AND THE MIDDLE EAST**

### **Fashion, accessory and homeware ranges to launch during Peanuts' 70<sup>th</sup> anniversary year**

London UK – 3 December 2020 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has inked a wave of new deals across Europe and the Middle East for Peanuts as the beloved character brand celebrates its 70<sup>th</sup> anniversary this year. Brokered on behalf of Peanuts Worldwide, the latest collection of deals will see consumer products ranges inspired by Snoopy, Charlie Brown and the rest of the Peanuts gang launch across categories including fashion, accessories, homewares and gifts for both children and adults.

New partnerships and collaborations from the UK include: Cath Kidston, for a Peanuts 70<sup>th</sup> anniversary collection spanning fashion, homewares and accessories; luxury eco-sustainable lifestyle brand Vayyu, for an Autumn/Winter fashion collection for men and women; Cribstar, for its second Peanuts kids' apparel collection; Flamingo Candles, for a range of scented candles; Bamford, for adult watches; and Tatty Devine, for its second Peanuts-inspired jewellery collection. Additionally, digital wall art company BeArty will launch a collection which enables fans to display Peanuts artwork on their Smart TVs.

From Spain, Bershka is launching a fashion collection; Andres Gallardo is on board for a range of handmade jewellery; and Woodys has created a range of 70<sup>th</sup> anniversary eyewear featuring the Peanuts gang. Also in the region, Panapop has launched a range of accessories and watches, and fashion retailer Desigual launched an apparel collection for both kids and adults.

In Germany, new collections include MDM for 70<sup>th</sup> anniversary commemorative coins, and s.Oliver for a Peanuts women's fashion collaboration. Together with Peanuts Worldwide, WildBrain CPLG executed a publicity campaign for Peanuts' 70<sup>th</sup> anniversary in Germany which resulted in extensive broadcast, print, online and social media coverage, including with national newspaper *Süddeutsche Zeitung* and air-time on public channel ARD.

For the Middle East and North Africa, Babyshop has created a themed children's fashion collection.

Tara Botwick, Senior Director, Territory Management EMEA for Peanuts Worldwide, said: "It's been an exciting year for Peanuts and it's fantastic to see the continued expansion of the merchandise offering for fans across Europe and beyond. From on-trend fashion collections, through thoughtful gifts and luxury accessories, these new ranges offer something for Peanuts fans of all ages."



Charles M. Schulz first introduced Charlie Brown to the world in the comics pages of seven American newspapers in 1950. In the following days and years, he was joined by friends Lucy and Linus, his sister Sally, and, of course, everyone's favorite beagle, Snoopy. Seven decades later, the Peanuts gang has left an indelible mark on global pop culture and this fall has seen an abundance of merchandise celebrating the brand's 70<sup>th</sup> anniversary around the world.

**For more information, please contact:**

Aimée Norman at DDA Blueprint PR

[aimee@ddablueprint.com](mailto:aimee@ddablueprint.com)

+44 (0) 7957 564 050

**About Peanuts**

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.

**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).