



## Scotch & Soda launches second Felix the Cat Collection

**For Release 18<sup>th</sup> June 2018:** Dutch fashion brand Scotch & Soda has launched a second Felix the Cat apparel collection as part of their continued support for the iconic brand.

The extensive collection contains 55 lines across men's, ladies and kids, including denim jackets, jersey wear, t-shirts, swimwear and accessories. The collection is available in all stores globally, online and via the Scotch & Soda app.

The streetwear collection features sketch-inspired vintage versions of Felix the Cat, taken from the creative archives, with burnout effect prints, placement graphics and all-over Felix embroideries, combined with the quality that is synonymous with Scotch & Soda.

In a deal brokered by CPLG, Scotch & Soda launched their first Felix the Cat capsule collection back in October 2017, supported by a high profile consumer PR, marketing and social media campaign. The collaboration between Universal Brand Development's Felix the Cat and Scotch & Soda's high profile denim label Amsterdams Blauw was the first of its kind.

Scotch & Soda, known for its premium positioning within the market place, has over 180 stores. Its clothing can be found in over 8,000 doors, including the top global department stores and independents, and on their webstore.

Felix the Cat made his big screen debut in 1919. Over the years that followed he went on to have his own cartoon strip and cartoon series. He was also the first-ever image to be transmitted across the television airways in 1928 and became a TV and technology pioneer and a true pop icon. The brand will be celebrating its 100<sup>th</sup> anniversary next year.

"We had an incredible response to the launch of the first Amsterdams Blauw Felix the Cat Collection last year," said Matt Tobia, Account Manager, CPLG Benelux. "The collaboration was heavily supported by Scotch & Soda and established Felix in the fashion arena, introducing the brand to a whole new generation of fashion conscious consumers. The second collection introduces a new Spring/Summer colour palette as well as must-have summer accessories including a cap, flip flops and tote bag. We can't wait for to see the reaction from fans."

### **For more information, contact:**

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### **About Scotch & Soda**

Scotch & Soda are inspired by the world and curated by Amsterdam. A team of passionate discoverers and collectors, scouring the globe for that painting, poem, vintage piece, ruin, or artefact that sparks our never-ending curiosity. Treasures uncovered on worldly wanders are poured into collections and

signature looks that clash eras, classics, places of inspiration, meshing unexpected fabrics and patterns. Men's, women's and children's collections all start life at our canal-side design studio in a former church in the heart of Amsterdam. Scotch & Soda has over 180 stores, and can be found in over 8000 doors including the best global department stores and independents, and in our webstore.

### **About Universal Brand Development**

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products, Games and Digital Platforms, and Live Entertainment based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation. For more information, please visit [www.universalbranddevelopment.com](http://www.universalbranddevelopment.com).

### **About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media ([www.dhxmedia.com](http://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 partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

### **About DHX Media**

DHX Media Ltd. (TSX: DHX; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally for such high-profile properties as Peanuts, Teletubbies, Strawberry Shortcake, Caillou, Inspector Gadget, and the acclaimed Degrossi 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 20 offices worldwide. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).