



## Floris Van Bommel x Space Invaders Benelux collaboration

**WildBrain CPLG has secured a deal with premium Dutch footwear brand Floris Van Bommel for a Spring/Summer capsule collection inspired by the iconic arcade game, Space Invaders.**

The Floris Van Bommel x Space Invaders collaboration includes three different pairs of adult sneakers, each in the game's instantly recognisable colours of black, white and green. The designs also feature Invader graphics and figurines.

The range launches in the Netherlands, Belgium and Luxembourg this month at Floris Van Bommel's stores and website, as well as at local department stores. The sneakers will be available for men and women and priced at €219,95.

Matt Tobia, Senior Sales Manager at WildBrain CPLG Benelux, said: "We're seeing significant growth in the popularity of retro gaming brands, with fans being drawn to iconic designs and nostalgic appeal. Floris Van Bommel has done a fantastic job at translating Space Invaders' iconic futuristic design into a sleek, fresh and on-trend sneaker for the modern consumer."

Space Invaders is one of the most iconic arcade games of all time and features a simple gameplay where the player uses a laser canon that moves from left to right to defeat alien "Invaders". The game's futuristic design is considered one of the most iconic pop culture images of the 70s and 80s.

The deal was brokered by WildBrain CPLG's Benelux team on behalf of Square Enix.

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

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