



WILDBRAIN CPLG LINKS UP TATTY DEVINE X PEANUTS COLLABORATION

New 15-piece acrylic jewellery collection now available

London UK – 29 January 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has inked a deal with independent British jewellery brand Tatty Devine for a collection inspired by the rich heritage of Charles M. Schulz’s celebrated Peanuts comic strip. Brokered by WildBrain CPLG on behalf of Peanuts Worldwide, the Tatty Devine x Peanuts collection features necklaces and brooches with a spotlight on the brand’s inimitable take on love, just in time for Valentine’s Day.

Following the success of Tatty Devine’s first Peanuts capsule collection, which was created exclusively for Somerset House’s acclaimed 2018-19 exhibition *GOOD GRIEF, CHARLIE BROWN!*, this new 15-piece range features the whole Peanuts gang. Designs include sweethearts Schroeder and Lucy at their little red piano, Peppermint Patty with an enviable bouquet of flowers, and Snoopy waving a flag for ‘peace + love’.

Tara Botwick, Senior Director, Territory Management EMEA at Peanuts Worldwide, said: “Tatty Devine’s passion for creating fun and statement jewellery, which blurs the boundaries between art, fashion and culture, make them an ideal partner to expand Peanuts’ accessories offering during the brand’s landmark 70th anniversary year. We’re confident Tatty Devine’s fresh and bold reimagining of Peanuts will be a huge hit with UK consumers, while also making the perfect gift for Valentine’s Day and beyond.”

Harriet Vine MBE and Rosie Wolfenden MBE, Co-Founders at Tatty Devine, added: “Peanuts has been with us since childhood! We’ve always loved the existential qualities of the cartoon, as well as always having a penchant for a Snoopy Sweatshirt!”

With prices starting at £20, the collection is now available at www.tattydevine.com and in Tatty Devine’s Covent Garden and Brick Lane stores.

For more information, please contact:

Aimée Norman at DDA Blueprint PR

aimee@ddablueprint.com

+44 (0) 20 7932 9800

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
1 Queen Caroline Street, 2nd Floor | London, W6 9YD | United Kingdom
T +44 (0) 20-8563-6400

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About Peanuts

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* 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. The new series *Snoopy in Space* launched on Apple TV+ on November 1, 2019. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain Spark network on YouTube. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip 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. The *Peanuts* characters and related intellectual property are 41% owned by WildBrain Ltd. (TSX: WILD), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.

About Tatty Devine

Tatty Devine is the go-to brand for original, fun, acrylic statement jewellery, and was founded in the heart of East London in 1999 by Harriet Vine MBE and Rosie Wolfenden MBE after graduating from Chelsea School of Art. All jewellery is still designed and handmade in house by a female-led team. They often collaborate with artists, designers and their favourite cultural spaces to create special collections throughout the year. All of Tatty Devine's collections are sold online and in their two London stores in Covent Garden and Brick Lane. New designs, as well as iconic pieces from their archive, are highly coveted and collected by a loyal fan base from all over the world and discovered by new customers every day.