



## **WILDBRAIN CPLG TIES UP PINK PANTHER FOOTWEAR COLLABORATION WITH LC23 AND DIADORA**

London UK – 27 February 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a deal on behalf of Metro Goldwyn Mayer (MGM), a leading entertainment company focused on the production of premium film and television content across platforms, with contemporary fashion brand LC23 and popular sportswear company Diadora for a footwear collaboration inspired by MGM’s iconic Pink Panther. Brokered by WildBrain CPLG Italy, the collaboration sees the launch of two limited edition trainer designs inspired by the elegance and surreal humour of the popular character.

Resulting from a Spring/Summer 2020 partnership between LC23 and Diadora, the trainers offer a fresh take on two of Diadora’s most popular styles – the Diadora “Rebound Ace” and “Whizz Run” – and feature bright embroidery style patch appliqués of both Pink Panther and Inspector Clouseau on a full grain leather/suede material mix.

Maria Gurrieri, Managing Director at WildBrain CPLG Southern Europe, said: “The long-standing collaboration between LC23 and Diadora is recognised for producing bold, high-quality and playful products which we knew would make them the ideal partners to expand Pink Panther’s fashion offering. This new collaboration perfectly encapsulates Pink Panther’s witty and colourful spirit, and we look forward to seeing young adults sporting the new collection across Italy and farther afield.”

MGM’s iconic character, Pink Panther, started life in the front and end credits of the legendary detective series of the same name more than 50 years ago. Its popularity spawned TV series, specials, comics and merchandise and remains an icon of the era. Pink Panther continues to be discovered by new generations and remains one of MGM’s most well-known franchises.

The Diadora “Rebound Ace Pink Panther” and the “Whizz Run Pink Panther” trainers are now available at leading shoe retailers worldwide, and at [www.diadora.com](http://www.diadora.com)

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

Aimée Norman at DDA Blueprint PR  
[aimee@ddablueprint.com](mailto: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 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).

## **About LC23**

LC23 originated in December 2010 thanks to a brainstorm on the part of Leo Colacicco, an industrial engineer with a thing for e-fashion born and raised in Gioia del Colle (Bari, Italy). After a period of time studying and working in Milan, he returned home where he decided to create his own fashion brand and his own e-commerce website for selling it. The brand name is a combination of his own initials and his favorite/lucky number, 23. The brand reflects in full the philosophy of its creator, based on the following concepts: Personalization, Distinction, Quality, Tailoring, Style, Passion, Love. As in: HANDMADE WITH LOVE.

## **About Diadora**

Diadora has been writing some of the most exciting pages of Sporting history for 70 years. Headquartered in Caerano di San Marco, Italy, it has made performance, quality, research and style the key values for its sporting and lifestyle goods. Today Diadora Sport is present in more than 60 countries in the world and is continuing its expansion thanks to a vast array of cutting edge products that are focused on sport performance lines – with a special focus on running, soccer and tennis, and fashion and style, with the high-end Heritage collection and the more mainstream Sportswear line.

## **About Metro Goldwyn Mayer**

Metro Goldwyn Mayer (MGM) is a leading entertainment company focused on the production and global distribution of film and television content across all platforms. The company owns one of the world's deepest libraries of premium film and television content as well as the premium pay television network EPIX, which is available throughout the U.S. via cable, satellite, telco and digital distributors. In addition, MGM has investments in numerous other television channels, digital platforms, and interactive ventures and is producing premium short-form content for distribution. For more information, visit [www.mgm.com](http://www.mgm.com).