



WILDBRAIN'S TELETUBBIES MAKE A SPLASH WITH A LUXURY RESORTWEAR COLLABORATION WITH THE BLONDS

New Teletubbies-inspired collection from high-end fashion brand, The Blonds, showcased during a catwalk show at PARAISO Miami Swim Week

Visit WildBrain CPLG at International Licensing Expo for Teletubbies partnership opportunities

Miami – June 12, 2023 – WildBrain, a global leader in kids' and family entertainment, is continuing to build on the accelerating fandom for its enduringly popular Teletubbies franchise through the launch of a new resortwear collection from luxury New York-based designer, The Blonds. The collection—which includes swimwear, a tote bag, beach towel and beach wrap—is available in four vibrant colours inspired by the iconic Teletubbies palette, capturing the silhouetted figures in purple for Tinky Winky, yellow for Laa-Laa, green for Dipsy and red for Po. The line was unveiled on June 11 during a glamorous catwalk show at PARAISO Miami Swim Week. The partnership was secured by global agency, WildBrain CPLG, which will also be presenting licensing opportunities for the Teletubbies at this week's International Licensing Expo (June 13-15) from stand F214.

Co-founded by Designer Phillipe Blond and Creative Director David Blond, The Blonds is best known for creating collections that are glamorously over the top with a rebellious twist. Alongside showcasing the new Teletubbies collaboration, yesterday's PARAISO Miami Swim Week catwalk show by The Blonds included an appearance of their spectacular Teletubbies corset, initially designed for the House of Teletubbies: Big Hugs LA pop-up, which took place in May at the World of Wonder headquarters. Following the runway show, the Teletubbies costume characters were invited to The Blonds' VIP after-party to mingle with the fashion world, including leading influencers, fashion icons and media.

Melissa Goodrich, Director, Franchise Management at WildBrain, said: "We're thrilled to be partnering with The Blonds to bring the Teletubbies to Paraiso Swim to unveil our latest collab. For over 25 years, the Teletubbies have resonated with audiences young and young-at-heart with their joyful exuberance and over-the-top playfulness. Working with The Blonds, an iconic duo who are known for their over-the-top glam designs, has been the perfect partnership to bring the Teletubbies into the swim space, with a collection that celebrates Tinky Winky, Dipsy, Laa-Laa and Po!"

Phillipe Blond and David Blond said: "The Teletubbies are fun and colorful and full of magic! We're thrilled to be able to partner with them for our debut Paraiso Miami Swim Week runway show!"



The collaboration with The Blonds expands WildBrain's growing portfolio of fashion-forward partnerships and activations for the Teletubbies. Recent collaborations have included a smash hit collection from celebrated British designer Christian Cowan plus appearances at DragCon in London and LA. A fashion-focused pop-up also took place in May at World of Wonder's Gallery Space along the Hollywood Walk of Fame, featuring Teletubbies items from The Blonds, Christian Cowan, ONCH, The Hundreds, GoGuy, Koi Footwear, A Leading Role and more.

On screen, a wave of live-action and animated Teletubbies content also continues to build popularity around the world and extend the brand to new audiences. A reimaged live-action Teletubbies series (26x12'), narrated by Emmy-nominated actor Tituss Burgess (*Unbreakable Kimmy Schmidt*), launched on Netflix in December 2022, and a new CG-animated show *Teletubbies Let's Go!* (52x5') produced by WildBrain Spark's digital studio also launched last fall on the official Teletubbies YouTube channel.

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About the Teletubbies

For over 25 years, WildBrain's Teletubbies have been engaging and entertaining audiences across multiple generations. Seen on broadcasters and streaming platforms around the world—including a newly re-imagined live-action Netflix series featuring narrator Tituss Burgess (*Unbreakable Kimmy Schmidt*), plus the brand-new CG-animated YouTube series, *Teletubbies Let's Go!*—the Teletubbies offer hours of content for fans of every age. Through their exuberance and curiosity, Tinky Winky, Dipsy, Laa-Laa and Po foster the developing imaginations of preschoolers in a delightful world filled with joyous exploration, visual anticipation and silly surprises. Extensive social media touch points have also seen the Teletubbies become beloved pop culture icons for older fans, adored by celebrities and culture setters around the world. As a lifestyle brand, Teletubbies continues to captivate audiences by participating in pop culture conversations. The Teletubbies are owned by WildBrain, a global leader in kids' and family entertainment. Follow the Teletubbies on Twitter, Instagram and Tik Tok via @TeletubbiesHQ.

About The Blonds

The Blonds is a luxury apparel brand based in New York City, co-founded by designer Phillippe Blond and creative director David Blond. The Blonds are best known for creating collections that are glamorously over



the top with a rebellious twist that cater to the entertainment industry. Inspired by music, film and art, the brand utilizes an eclectic mix of textiles and embroidery to create hand crafted, one-of-a-kind garments that focus accentuating the human form.

About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content and beloved brands. With approximately 13,000 half-hours of filmed entertainment in our library—one of the world’s most extensive—we are home to such treasured franchises as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Caillou, Inspector Gadget and Degrassi. Our integrated, in-house capabilities spanning production, distribution and licensing set us apart as a unique independent player in the industry, managing IP across its entire lifecycle, from concept to content to consumer products.

At our state-of-the-art animation studio in Vancouver, we produce award-winning, fan-favourite series, such as *The Snoopy Show*; *Snoopy in Space*; *Sonic Prime*; *Chip and Potato*; *Strawberry Shortcake: Berry in the Big City*; *Carmen Sandiego*; *Go, Dog. Go!* and many more. Enjoyed in more than 150 countries and on over 500 streaming platforms and telecasters, our content is everywhere kids and families view entertainment. WildBrain Spark, our AVOD network, has garnered over 1 trillion minutes of watch time on YouTube, offering one of the largest selections of kids’ content on that platform. Our leading consumer-products and location-based entertainment agency, WildBrain CPLG, represents our owned and partner properties in every major territory worldwide. Our television group owns and operates some of Canada’s most-viewed family entertainment channels.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at wildbrain.com.