



CATH KIDSTON x PEANUTS COLLABORATION LAUNCHES

London, 9th December 2019: British lifestyle brand Cath Kidston has launched a Peanuts capsule collection in a collaboration brokered by WildBrain CPLG UK on behalf of Peanuts Worldwide.

The Peanuts range is a cross-category capsule across bags, accessories, homeware, ladies and children's apparel. Snoopy and friends feature across the range within three distinct themes: 'Happy' (yellow) 'Love' (pink) and 'Dream' (blue), inspired by the positive messaging of the Peanuts comics.

The limited-edition collection has arrived in perfect time for Christmas with adorable stocking filler gifts and fashion items that will be sure to add a touch of colour and sunshine to the new year wardrobe. The collaboration has been supported with social media across Cath Kidston's Twitter, Instagram and Facebook channels and an exclusive online early preview event for registered customers to shop the collection first.

"We wanted to recreate the bold solid colour blocking you see on the book covers so we made the background prints very tonal allowing the character to stand out. We loved the positive affirmations used by Snoopy that really make people smile, so we incorporated positive text into the designs to reflect the heart-warming emotions of the Snoopy in the drawings to brighten our customers day," said a spokesperson from the design team at Cath Kidston.

Stacy Scimia, Retail and Category Director at WildBrain CPLG, said "We're delighted to be working with Cath Kidston on this collection. Using themes that connect so well with Peanuts, Cath Kidston have created something new and fresh that the fans will love."

The Cath Kidston x Peanuts collection is available in all Cath Kidston stores, at www.cathkidston.com and select stockists worldwide. Prices range from £10 to £125.

For more information, please contact:

Victoria Whellans, Senior Business Development Manager, Brands, WildBrain CPLG

+44 (0)208 563 6400

victoria.whellans@cplg.com



About Cath Kidston

Cath Kidston is the home of modern vintage; the fashion brand was founded in 1993 in the United Kingdom. The company today is a much-loved quintessentially British lifestyle brand with a global multi-channel presence which continues to grow year on year. Famous for colourful, kitsch prints and a fresh take on designs Cath Kidston has over 200 stores across 16 countries.

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* will be launching on AppleTV+ 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 (TSX: DHX, NASDAQ: DHXM), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.

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.