



## **CPLG Brings STX's UGLYDOLLS to Pitti Bimbo Trade Show for Exclusive Kids' Fashion Treatment in Support of Oxfam Italia**

*Limited edition designs to be auctioned off for children's charity project in Italy*

**London, UK (For release June 21, 2018)** – An exclusive new UglyDolls fashion collection, based on the highly anticipated animated film franchise *UglyDolls* from Robert Simonds' global next-generation media company, STX Entertainment, launched today at the annual international kids' fashion trade show, Pitti Bimbo, in Florence. The designs from some of the biggest names in Italian fashion prominently feature the hugely popular UglyDolls characters and inspired this year's "Fashion Comics" project.

Created by designer Alessandro Enriquez and developed in collaboration with Pitti Bimbo and CPLG Italy, this year's Fashion Comics project is an exclusive collection from 12 fashion houses for children's clothing, incorporating the distinct and adorable look of the UglyDolls.

Each fashion designer – SIMONETTA, MIMISOL, MARRAS, MIMIDA, I LOVE MY DOG, 10X10 ANITALIANTHEORY, BAD DEAL, LEONTINE VINTAGE, FUN & FUN, GOGANGA, GALLUCCI, and PÉRO – created a unique and exclusive outfit for an UglyDolls plush toy character and designed an accompanying limited edition UglyDolls t-shirt.

The exclusive UglyDolls fashion collection will be showcased at the three-day Pitti Bimbo event (June 21-23) in Florence, which celebrates some of the best kids' fashion from around the world. Each customized UglyDolls plush toy will be auctioned off on the international platform CharityStars in support of Oxfam Italia, the project's charity selected by Alessandro Enriquez. Oxfam Italia provides support and care facilities for children and their families in need.

Created as a plush toy line by David Horvath and Sun-Min Kim, the UglyDoll brand quickly gained a cult following around the world and was named Toy of the Year by the Toy Industry Association in 2006. Beloved by children, teenagers and adults alike, UglyDoll characters are distinct for their endearing "ugliness" in a wonderful "uglyverse" where differences are celebrated and embraced. STX Entertainment's motion picture division STXfilms will release *UglyDolls* in theaters in May 2019. An animated series is also underway with a full series order from premium streaming service Hulu, and Hasbro joined early on as global master toy licensee.

The UglyDolls-Pitti Bimbo project is part of a wider licensing program led by CPLG across Europe with master licensing agent White Space Entertainment, representing UglyDolls for STX Entertainment.

Join the conversation:

#WeAllHaveALittleBitOfUgly

#PittiGetsUgly

#PerfectlyImperfect

#UglyDollsMovie

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**About STX Entertainment**

STX Entertainment is a global, next-generation media company whose mission is to unlock the value of the direct connection stars have with their fans through the development, financing, production, marketing and distribution of film, television, VR, digital video, music and live entertainment content. It is the industry leader in transforming beyond traditional platform-driven content to creating talent-driven enterprises.

The company is led by accomplished businessman Robert Simonds and was co-founded by Bill McGlashan, managing partner of the leading global private investment firm TPG. Other investors include Hony Capital, a leading private equity firm in China; PCCW, Southeast Asia's largest Internet and cable services provider; Tencent Holdings, China's leading provider of online products and services; Liberty Global, the world's largest distribution platform; Dominic Ng, Chairman of East West Bank; New Enterprise Associates (NEA); DNS Capital (representing the business interests of Gigi Pritzker and her immediate family); and Beau Wrigley, former Chairman and CEO of the Wm. Wrigley Jr. Company, among others. With these strategic relationships, the company is uniquely positioned to maximize the impact of content worldwide, with direct passage into the China market.

For more information, please visit <http://www.stxentertainment.com>.

**About White Space Entertainment**

White Space Entertainment is a full-service branding, licensing, alliances and digital gaming agency focusing on developing IP globally. Select IP include Dr. Seuss, STX, Benji, Blumhouse, Uglydolls, Fandor and Peanuts. White Space was founded in 2015 by Stephanie Sperber and is based in Beverly Hills California.

For more information, please visit <http://www.whitespaceentertainment.com>.

**About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) 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, Middle East, Greece & Turkey and the US. Owned by DHX Media ([www.dhxmedia.com](http://www.dhxmedia.com)) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

**About DHX Media**

DHX Media Ltd. (TSX: DHX; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at



13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has 20 offices worldwide. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).