



Fashion Label Fyodor Golan Launches Chupa Chups® Collection at London Fashion Week

London, Monday 18th September 2017: CPLG announced today that it has brokered a deal between London based fashion label Fyodor Golan and Chupa Chups®, as part of the iconic lollipop brand's 60th anniversary celebrations in 2018.

Award-winning fashion designer duo Fyodor and Golan have created a Chupa Chups® womenswear range as part of their Spring/Summer 2018 collection, which launched last week during their catwalk show at London Fashion Week, attended by global fashion press and retailers.

The capsule collection features womenswear pieces and accessories including dresses, denim trousers and tops. Fyodor Golan's signature bold and playful prints are played out through their use of the wrapping design for strawberry-flavoured Chupa Chups®, which has been reworked into this season's prints and accessories. The range transforms the famous Chupa Chups® logo into an object of grandeur, through detailed embroidery and gold and silver casting.

Fyodor Podgorny and Golan Frydman, the designers behind the fashion label, have gained global attention in recent years after winning the Fashion Fringe Award in 2011 and Best Young Womenswear Talent at the Premium Design Award in 2015. Fyodor Golan show seasonally at London Fashion Week and have become known for their exciting, consumer facing global pop-up events launched in the likes of Selfridges London, Luisa Via Roma in Florence, and I.T in China and Hong Kong.

Chupa Chups® is more than just a lollipop: It's an iconic brand with a cheeky personality that inspires "Forever Fun." The brand has an extensive licensing programme driven by fashion, which incorporates the eye catching colours and flavours to capture the hearts and minds of consumers worldwide.

Fyodor Podgorny and Golan Frydman said: "Chupa Chups® has fantastic visual appeal and synergy, making it an ideal brand for us to collaborate with. It became an important ingredient for our Spring/Summer 18 collection and can be traced throughout the collection in various shapes and forms. To inject the fun aspect of a lollipop into our collection was one of the best experiences. Chupa Chups'® flavours and plastic wrappings inspired us to



experiment with the materials and see how they melt and get trapped between various types of plastic, creating unique, one-of-a-kind shapes. We wanted to create heightened drama with a sense of fun.”

Christine Cool, Area Licensing Manager, Perfetti van Melle, added: “Design has always been a key asset to Chupa Chups,[®] so we felt very privileged to have Fyodor Golan’s creative minds propose an empowered and exquisite version of our brand elements in this fashion collection. It is fascinating to see how they have made an artistic conception by fusing the brand icons with surprising materials and disrupting shapes.”

Victoria Whellans, Senior Business Development Manager, Brands at CPLG, added: “We are delighted to be working with Fyodor Golan. They are highly-regarded designers whose use of colour, bold patterns and intricate cuts sits perfectly with the Chupa Chups[®] brand. They’ve cleverly transformed an everyday object into a luxurious collection, which is sure to create much excitement when it launches at retail next year.”

Following the launch at London Fashion Week, the collection will be showcased at Fyodor Golan’s Paris Showrooms before launching at select department stores and boutiques worldwide, from February 2018.

For more information, contact:

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About Fyodor Golan

FYODOR GOLAN is a London based label with distinctive visual language.

Both coming from Fine Art backgrounds the designers infuse expressive approach with clean geometrical silhouettes and sportswear aesthetics into modern luxury womenswear. Manipulating materials through new technology brings to life distinctive textiles and 3D embroideries.

Fyodor studied at Royal Academy of Fine Arts Antwerp and Golan Graduated from Istituto Marangoni London. Their combined experience in the industry includes Alexander McQueen, Issey Miyake, Richard Nicol and Raf Simons. The label’s second season won Fashion Fringe award and in 2012 was the youngest label to be the focus of the V&A’s



“Fashion in Motion” exhibit. In 2015 Awarded Best New E-Store at Decoded Fashion Futures Awards.

FYODOR GOLAN collections encompass a wardrobe for today’s global modern & iconic women. A seductive, fragile and fearless woman.

About Perfetti Van Melle

Perfetti Van Melle, the fourth largest confectionary Group in the world, is a privately owned company producing and distributing candies and chewing gum in 150 countries across the world. Several of its brands such as Mentos®, Airheads®, Chupa Chups®, Frisk®, Fruittella®, Alpenliebe®, Golia®, Happydent®, Vivident®, Big Babol®, Brooklyn and Smint®, are enjoyed throughout the five continents.

In addition, Perfetti Van Melle develops successful sweet and fresh licensing programs, both for **lifestyle** oriented products as in the **food and beverage** categories, with some of its most popular brands: **Mentos®, Chupa Chups®, Airheads® and Frisk®**.

Chupa Chups®, the iconic lollipop brand with a strong personality and emotional link with its consumers, has developed a lifestyle licensing program worldwide. The brand always finds new ways to transfer its fun essence and colour to an ever expanding universe of lifestyle products and retail experiences. Chupa Chups® intense flavor profile is ideal to develop exciting new products in the food aisles.

About CPLG

CPLG (www.cplg.com) is one of the world’s leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media (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 Ltd.

DHX Media Ltd. (TSX: DHX.A, DHX.B; 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.