



## **Felix the Cat readies for 100<sup>th</sup> anniversary celebrations in 2019 with new licensees on board**

*7<sup>th</sup> June 2018:* As Felix the Cat gears up to celebrate its 100<sup>th</sup> anniversary in 2019, Universal Brand Development commemorates this milestone with a number of exciting activities, including new licensees, special product launches and retail events.

Led by high profile collaborations, most recently with skatewear brand, Huf Worldwide, the Felix the Cat lifestyle brand continues to expand across EMEA and the U.S., with a number of new licensees brokered through CPLG.

Lauren Moshi, the Los Angeles-based apparel and lifestyle retail brand known for its line of graphic T-shirts, have just launched a womenswear collection (pictured) available in department stores and speciality boutiques worldwide. Additionally, Bamford Watch Department - a unique company dedicated to the modification of luxury watches, will launch a special edition Felix the Cat x Tag Heuer watch this summer.

Urban Outfitters in the U.S. will release a Felix menswear capsule collection in July 2018, perfectly timed for the busy back-to-school shopping season.

Earlier this year, NailSnaps launched a range of Felix nail wraps. NailSnaps – one of the must-have beauty apps – houses the largest database of purchasable nail designs in the world and now, fans can select one of five Felix designs to customise their nails.

Felix the Cat's other recent design collaborations include fashion labels such as Coach, Bathing Ape and more recently, design duo Fyodor Golan as well as Dutch brand Scotch & Soda. These collaborations have captured the attention of a number of fashion retailers. including Mango, who have recently debuted a boyswear T-shirt range for SS18 season.

Next year will see the launch of a special 100<sup>th</sup> anniversary apparel collection from U.S. licensee Ripple Junction. Additionally, Funko, the creators of Pop! Vinyl, will launch a range of Felix collectibles and fashion accessories from Loungefly globally, beginning early next year.

To support the 100<sup>th</sup> anniversary, a centenary style guide is in development utilising vintage poses of Felix the Cat to be used across special anniversary product ranges and packaging.

"It's incredibly exciting to see the licensing programme for Felix the Cat take shape on the eve of the brand's 100<sup>th</sup> anniversary," said Victoria Whellans, Senior Business Development Manager, Brands,



CPLG. “Felix has become one of the most popular and enduring animated characters. It’s fantastic to see him embraced by retailers and licensees, placing him firmly back into popular culture and attracting a new generation of fans.”

Felix the Cat made his big screen debut in 1919 and went on to have his own cartoon strip and cartoon series. Created by a team of talented animators, among them Otto Messmer and Joe Oriolo, Felix the Cat appeared in over 100 movies between the 1920s and 30s and is today considered a true pop icon of international fame.

Reinvented in the 1950s with a catchy theme song and his notorious “magic bag of tricks,” Felix the “wonderful, wonderful cat” has inspired generations of fans from all walks of life, making him both a pop-culture phenomenon and an anti-hero icon.

**For further information, please contact:**

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**About Universal Brand Development**

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**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, 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**

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