



## **As part of its 100<sup>th</sup> anniversary celebrations, Felix the Cat collaborates with Suavecito Pomade**

**London, UK, 28<sup>th</sup> March 2019:** As part of its 100<sup>th</sup> anniversary celebration this year, the iconic Felix the Cat brand has entered into a collaboration with leading US hair pomade brand Suavecito, for a range of men's grooming products, accessories and t-shirts. The deal was brokered by CPLG on behalf of Universal Brand Development, owner of Felix the Cat.

The limited-edition capsule collection, which includes classic and firm pomades, a retractable comb and a toiletries bag that doubles as Felix's Magic Bag of Tricks, is available to buy at the Suavecito store in Los Angeles, Tilly's stores across the US, online at [suavecito.com](http://suavecito.com) and through Suavecito's global stockists. The launch has been supported with a lifestyle photo shoot, dedicated social media posts and videos, influencer outreach, point-of-sale displays and a launch event at the Suavecito HQ in Santa Ana, California.

"It was a great honour for Suavecito to work on this Felix the Cat capsule, because of the significant impact this character has had on us and millions of people all over the world throughout the last century," said Modesto Briseno, Purchasing Manager at Suavecito. "To help celebrate the 100<sup>th</sup> anniversary of Felix the Cat, we have created an exciting new line of grooming products and apparel that fans of both brands will enjoy. Happy Anniversary Felix!"

Led by high-profile collaborations, including HUF Worldwide and Scotch & Soda, the Felix the Cat lifestyle brand continues to expand across EMEA and the U.S., with a number of new licensees brokered through CPLG.

Funko, the creators of Pop! Vinyl, recently launched collectible Felix figurines, with a fashion accessories range from Loungefly hitting stores this summer. In addition, Funko will also launch a collector's edition Pop! Vinyl Box Set launching in November.

Further exciting Felix the Cat collaborations and products will roll out from the Autumn 2019, including a global footwear range from Skechers, plush from Aliquantum International, Flex Watches, and a 100<sup>th</sup> anniversary t-shirt collection from Los Angeles-based apparel and lifestyle retail brand Lauren Moshi.

Outside of the US, high-end Italian ceramic tile company Del Conca has launched a unique collection of tiles dedicated to Felix. The range includes 16 highly decorative porcelain stoneware tiles, each with a unique design for both flooring and interior cladding, available via Del Conca's international stockists.

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:**

Victoria Whellans, Senior Business Development Manager, Brands, CPLG  
+44 (0)208 563 6400  
[victoria.whellans@cplg.com](mailto:victoria.whellans@cplg.com)

**About Universal Brand Development**

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products and Games and Digital Platforms based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination and DreamWorks Animation. Universal Brand Development is part of NBCUniversal, a subsidiary of Comcast Corporation. [www.universalbranddevelopment.com](http://www.universalbranddevelopment.com).

**About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world’s best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest licensing network in Latin America. 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 collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach - Expert Common Sense.