



WILDBRAIN CPLG STRIKES NEW DEALS FOR FIVE EUROPEAN FOOTBALL CLUBS IN THE MIDDLE EAST AND NORTH AFRICA

London UK – 22 October 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has inked a wave of pan-regional deals in Middle East and North Africa on behalf of the five leading European football clubs the agency represents in the market, including: Arsenal, FC Barcelona, Juventus, Liverpool FC, and Manchester City.

For Arsenal, FC Barcelona and Manchester City, WildBrain CPLG has secured a direct-to-retail licensing deal with fashion retailer RIVA for a line of apparel and accessories. Andy Enterprises is now on board for an apparel and accessories range across Arsenal and Liverpool FC; Trucare is launching bedding and homewares across FC Barcelona and Manchester City; and ESAL is creating footballs for FC Barcelona and Liverpool FC. Further partners secured include Hollywood Magic for FC Barcelona and Manchester City apparel ranges, and Sun CE for back-to-school products across all five clubs.

Roberto Pallottini, Licensing Manager at WildBrain CPLG MENA, said: “Football continues to be the most popular sport across the Middle East and North Africa and is also a significant trend at retail. We are proud to welcome these partners to the local licensing programmes for these internationally renowned European football clubs and to create lifestyle-focused products for the brands in the region.”

For more information, please contact:

Aimée Norman at DDA Blueprint PR

aimee@ddablueprint.com

+44 (0) 7957 564 050

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 45 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.