



## HUF Launches Felix the Cat for 50s inspired Collaboration

**1<sup>st</sup> March 2018** LA skate lifestyle brand HUF Worldwide, in collaboration with Universal Brand Development, today launches a collection featuring the world's first cartoon character - *Felix the Cat*. The HUF Worldwide partnership with Universal Brand Development was brokered by CPLG.

The collection contains 23 lines including t-shirts, fleece, hats and a vintage-inspired button-up shirt. Highlights of the capsule include a jacquard knit sweater, embroidered denim jacket, satin varsity jacket with chenille fabric patches, and custom slide sandals.

Combining classic '50s Americana with HUF's progressive street culture ethos, HUF celebrates the spirit of *Felix the Cat* with an exclusive HUF x Felix the Cat collaboration that reinterprets the pop-culture icon throughout a range of quintessential HUF graphics and garments.

The collection has been supported with a look book shoot set in an American diner, consumer PR, social media, in-store point of sale and window displays at key locations. The collection is now available to buy at all HUF flagship stores, [hufworldwide.com](http://hufworldwide.com), and HUF retailers worldwide.

*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.

The collaboration is sure to touch the hearts of those who grew up with Felix, as well as a whole new generation of fashion conscious consumers who recognise the HUF logo as not just a clothing brand but a lifestyle.

"HUF is one of the hottest, globally recognised streetwear-skate brands of recent years and we are delighted that they have chosen Felix the Cat to inspire their latest collection," said Victoria Whellans, Senior Business Development Manager, Brands, CPLG. "The clean, classic brand aesthetic of HUF, together with the playful nature of Felix, makes this an ideal collaboration which we are confident fashion fans worldwide will embrace."



“Felix the Cat embodies the nostalgic appeal we look to captivate through all our pop-culture collaborations. We are excited to launch this collection with such a staple of American pastime that shares the originality and do-it-yourself resourcefulness HUF seeks to represent as a skateboarding brand,” said Keith Hufnagel, Founder, HUF Worldwide.

**For further information, please contact:**

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**About HUF**

Founded in 2002 by professional skateboarder Keith Hufnagel, HUF is a Los Angeles based manufacturer of premium footwear and apparel designed for contemporary skate and lifestyle. Inspired by Keith’s unique experiences traveling the globe as a skateboarder—and represented by a world-renowned skate team & group of ambassadors—the clean, classic brand aesthetic of HUF embodies a diverse array of cultural inspirations and ideas

What started as a small boutique on an offbeat block of San Francisco’s Tenderloin District has now become one of the most recognized pioneering skateboard and lifestyle brands worldwide.

Made by skateboarders, for skateboarders, HUF represents not only a more refined and forward-thinking skateboard brand, but also any individual inspired by the vast array of countercultures that parallel skateboard mentality.

**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, Games and Digital Platforms, and Live Entertainment based on the company’s extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation For more information, please visit: [www.universalbranddevelopment.com](http://www.universalbranddevelopment.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, 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 Ltd.**

DHX Media Ltd. ([www.dhxmedia.com](http://www.dhxmedia.com)) is the world's leading independent, pure-play children's content company. Owner of the world's largest independent library of children's content, at more than 12,500 half-hours, the Company is recognized globally for such brands as *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*, *In the Night Garden*, *Inspector Gadget*, *Make It Pop*, *Slugterra* and the multiple award-winning *Degrassi* franchise. As a content producer and owner of intellectual property, DHX Media delivers shows that children love, licensing its content to major broadcasters and streaming services worldwide. Through its subsidiary, WildBrain, DHX Media also operates one of the largest networks of children's content on YouTube. The company's robust consumer products program generates royalties from merchandise based on its much-loved children's brands. Headquartered in Canada, DHX Media has offices in 15 cities globally, and is listed on the Toronto Stock Exchange (DHX.A and DHX.B) and the NASDAQ Global Select Market (DHXM).

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