



Feline Glamourous as JDSC releases Pink Panther collection

London, 23rd February 2017: The German designer label “JDSC” (Jolina Dallas Sports Couture) has released a premium apparel collection featuring Pink Panther, in a collaboration brokered by CPLG.

Available in selected retailers and online across Germany and Austria, the range targets both men and women features t-shirts, sweatshirts, knitwear, trousers and jackets across their winter and summer collections. Iconic, eye-catching, and guaranteed to keep you warm in the winter and cool in the summer!

Established in 1964, a star of both small screen animation as well as the movies the Pink Panther has become a true pop icon with his cool, hip, laid back style. Loved by both adults and children alike, he has been the inspiration behind prestigious fashion collaborations all over the world.

JDSC is a mid-to-high-end fashion and sportswear label who specialise in casual wear with elaborate embellishments produced in Italy and hand finished in Germany.

The collection is also available via their online store www.jdsc.rocks where customers can buy finished product, as well as customized versions.

Joachim Knödler, MD CPLG Germany stated: “We are very proud to launch a collaboration between the timeless Pink Panther brand and the innovative spirit of Jolina Dallas the results of which have led to a very cool and must-have collection.”

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About Jolina Dallas

The German label Jolina Dallas Sports Couture has been producing sports-casual in a chic way since 2013. JDSC design creates a feel-good wardrobe with original prints and high-quality applications. The sportswear label uses super soft materials from Italy to create t-shirts, long sleeve shirts, sweatshirts, pants, sweaters and jackets. The finished pieces of clothing are then cold-dyed to create a unique vintage look. Every piece is individually customized in Germany. The sparkling rhinestones are ground from pure glass and the rivets are made from matte metal. The garments are embellished by hand which makes every item individual.

With decades of experience and the highest standards of quality and care, the family run business has

developed a unique style that works equally as comfortably at home as in the office. Classic cut and design with a hint of glamour.

Jolina Dallas Sports Couture is timeless, casual and original.

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. (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).