



LAZY OAF x PEANUTS FASHION COLLECTION LAUNCHES

London, 24th October 2019: London-based streetwear label Lazy Oaf has today launched a Peanuts fashion collection in a collaboration brokered by WildBrain CPLG UK, on behalf of Peanuts Worldwide.

The Lazy Oaf x Peanuts collection features twenty pieces across menswear and womenswear, plus three accessories. The range includes relaxed, easy-to-wear shapes in a 'Joe Cool'-esque collegiate colour palette – contrasting vintage varsity influences with contemporary oversized fits.

Outerwear pieces include the 'Good Grief Fleece', a unisex oversized jacket with custom jacquard fleece, nodding to the black and white of the original Peanuts comic strip and Charlie Brown's iconic catchphrase. The 'Double Breasted Cardigan' features contrast colour knit panels and Joe Cool leaning on a varsity letterman 'L'. A vintage-inspired cotton boilersuit with Snoopy applique hints at Snoopy's other fantasy persona as a World War I Flying Ace, with its practical workwear shape.

Other standout pieces include a pair of custom red tartan trousers, with all over mini character embroidery featuring more of the iconic Peanuts Gang (Lucy, Linus and Woodstock). Accessories include a three pack of primary coloured tube socks in a branded gift box, and a webbed black-and-white 'Comic Strip Belt' paying direct homage to the long-running Peanuts comic strip and its continuing imprint on popular culture.

Shirley Webb, Design Manager at Lazy Oaf, said: "This collection features some of our favourite characters and artworks from the comic strip, characters whose friendships, laughter, vulnerabilities and anxieties we could all really empathize with. Following a visit to the Peanuts museum in Tokyo and the recent exhibition at London's Somerset house, we saw how Charles Schulz covered issues that were ahead of his time and are still so relevant today."

Tara Botwick, Senior Director, International Territory Management EMEA, at Peanuts Worldwide, said: "The Lazy Oaf x Peanuts collection emphasizes the heart of the brand by focusing on key themes found throughout the comic strip. Finding these kinds of collaborators who understand the nature of Peanuts and are able to bring the characters to life in new and exciting ways is an integral part of our EMEA licensing strategy."

The Lazy Oaf x Peanuts collection is available from 24th October, 2019 at www.lazyoaf.com and select stockists worldwide. Prices range from £20 to £125.

For more information, please contact:

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About Lazy Oaf

Founded in 2001, Lazy Oaf is a London-based fashion label designing streetwear for women and men, with a range of accessories that feature bold colours and graphic prints.

Lazy Oaf drives irreverence into everything it does – creating pieces that play on a weird and warped sense of humour. The brand’s electric style of London clothing is inspired by youth nostalgia, 90s fashion, rebellion and a sense of not conforming to the norm.

As well as seasonal streetwear collections, Lazy Oaf works on special fashion collaboration projects with other artists and creatives.

About Peanuts

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang have made an indelible mark on popular culture. The new series *Snoopy in Space* will be launching on AppleTV+ on November 1, 2019. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain Spark network on YouTube. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are 41% owned by WildBrain (TSX: DHX, NASDAQ: DHXM), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.

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 40 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.