



Fashion Designer Mimi Wade Launches Pink Panther collection

London 20th February 2017: This weekend saw British/American Model and Fashion Designer **Mimi Wade** launch a collection featuring the iconic Pink Panther at London Fashion Week, in a collaboration brokered by CPLG.

Inspired by her love of Hollywood the collection includes pieces taking inspiration from classic Pink Panther movies and poster art.

Mimi Wade's graduate collection from Central Saint Martins in 2015 became one of the standout graduate shows of the year. Mimi has been profiled extensively in the UK and most recently launched her collection into Selfridges, London.

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.

The collection will be showcased at Mimi Wade's Paris and London Showrooms.

Mimi Wade said *"I cannot think of another cartoon character which such poise and elegance- he is one cool cat! The fact that The Pink Panther is still recognisable and relevant today is testament to its brilliance."*

Added Libby Grant, Global Business Development Director - CPLG: *"We are really excited to be working with Mimi who has put her own unique spin on Pink Panther and translated it into a fabulous collection inspired by the classic movies but with very modern twist."*

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About Mimi Wade

Model and fashion designer Mimi Wade's graduate collection from Central Saint Martins in 2015 became one of the standout graduate shows of the year. Mimi has been profiled extensively in the UK media in her own right even prior to her graduate debut including participating in Harriet Verney's "This is How We Do It" project for I-D magazine focusing on London's brightest aspiring creatives. Mimi is a

designer able to create clothes made by, and for the girl of today – humorous and flirty with a twist on classic glamour.

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 a key player internationally in the production, distribution, broadcast and licensing of entertainment content for children and families. Owner of the world's largest independent library of kids' and family content, at more than 11,500 half-hours, DHX Media 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. DHX Media is comprised of four main business units: DHX Studios creates high-quality original entertainment at its Vancouver and Halifax animation studios, its Toronto live-action studio, and in working with top international producers; DHX Distribution is a major provider of content to the global market; DHX Television, home to the Family suite of channels, is dedicated to delivering best-in-class programming to Canadian families; and DHX Brands specializes in creating, building and managing high-profile global entertainment brands within the children's and young-adult markets. DHX Media also owns the full-service international licensing agency, Copyright Promotions Licensing Group Ltd. (CPLG), which represents numerous entertainment, sport and design brands. DHX Media has offices in 15 cities worldwide, including Toronto, Vancouver, Halifax, Los Angeles, London, Paris, Barcelona, Milan, Munich, Amsterdam and Beijing. The Company is listed on the NASDAQ Global Select Market under the ticker symbol DHXM, and on the Toronto Stock Exchange under the ticker symbols DHX.A and DHX.B.