



- **London UK – 9 November 2020 - WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a deal with Italian children’s fashion retailer Original Marines for an Autumn/Winter 2020 collaboration inspired by Metro Goldwyn Mayer’s (MGM) iconic Pink Panther.**
- Maria Gurrieri, Managing Director at WildBrain CPLG Italy, said: “Original Marines has created a wonderful collection which embodies the fun and playful spirit of the beloved Pink Panther brand, while also being aligned with the retailer’s environmentally conscious approach. As the brand continues to grow in Europe, we’re very much looking forward to seeing the collection roll out across all of Original Marines stores across Italy.”
- Available at Original Marines’ 500 stores, the collection will include clothing for babies aged 3-36 months, and for girls aged 3-14 years old.
- Under the theme ‘Precious Army’, the Pink Panther baby collection will bring lively, romantic and rock inspired apparel with a cream, pink, burgundy and meteorite colour palette. The babywear will also include all-over floral patterns and patch applications. The girls’ apparel will be themed ‘Girly & Glam’ and fuse sports and urban wear. The offering will include a hooded jacket, pleated skirt, sweatshirt, t-shirt, and dungaree dress with shades of pink, white and red.
- Original Marines’ shop windows, in-store POP materials, social media posts and website are currently dedicated to the new Pink Panther collection.

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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.

About Metro Goldwyn Mayer

Metro Goldwyn Mayer (MGM) is a leading entertainment company focused on the production and global distribution of film and television content across all platforms. The company owns one of the world's deepest libraries of premium film and television content as well as the premium pay television network EPIX, which is available throughout the U.S. via cable, satellite, telco and digital distributors. In addition, MGM has investments in numerous other television channels, digital platforms, and interactive ventures and is producing premium short-form content for distribution. For more information, visit www.mgm.com.

About Pink Panther

The Pink Panther has become a pop culture icon since its debut in 1964 having appeared in a number of motion pictures, animated series and television specials; theatrical animated shorts; books, comics and merchandise; computer and console video games; and advertising campaigns. The Pink Panther character was designed in 1963 by producer David DePatie and Academy Award® winning cartoon director Friz Freleng who created the animation studio DePatie-Freleng. Freleng's *The Pink Panther* (1964) won the Academy Award® for Best Animated Short Film in 1964, establishing the cartoons in animation history. The franchise includes a series of comedy films created by Academy Award® winning producer/director Blake Edwards and Academy Award® winning writer Maurice Richlin. The Academy Award® nominated theme song was composed by Academy Award® winner Henry Mancini and recorded by tenor saxophone player Plas Johnson.

About Original Marines

Creativity, Quality, and Italian style are some of the assets of Original Marines, the brand born in 1983. A dynamic reality which produce and sell fashion collections with an original style from 0 to 14 years. A colour mix, poetry and attention to kids' needs are translated into clothes in an unconventional way.