



WILDBRAIN CPLG LIFESTYLE STEPS INTO OSPREY LONDON X 33 JOINTS FOOTWEAR COLLABORATION

New footwear collection available across UK and Europe marks a first for OSPREY LONDON

London, UK – 17 August 2021 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a deal with footwear company 33 Joints for a collaboration with the luxury British leather goods brand, **OSPREY LONDON**. This partnership marks **OSPREY LONDON**’s first entrance into the footwear category, with the initial capsule Spring/Summer collection performing well across the UK and Europe, to be followed by a second Autumn/Winter line in October 2021. The deal was brokered by WildBrain CPLG’s UK team on behalf of **OSPREY LONDON**, which the agency represents globally as part of its growing lifestyle portfolio.

The **OSPREY LONDON** collection with 33 Joints reflects the brand’s strong design heritage, which will be interpreted across a full range of fashion footwear, including trainers, sandals, boots, slippers, and wellies. Premium leather and fabrics are utilised across the line and all footwear styles will be available in UK women’s sizes 3-8 and men’s sizes 7-12. The debut Spring/Summer women’s collection, which has been handcrafted in Spain, features espadrilles, easy slider sandals and indoor-outdoor slippers.

Jennifer Gould, Brand & Retail Manager at WildBrain CPLG, said: “**OSPREY LONDON** has an impressive reputation for bringing high-quality leather products and timeless styles to consumers, and so the brand is ideally positioned to extend into the footwear space. This stylish new partnership with 33 Joints, who are at the forefront of shoe design, is a natural extension to the brand’s existing product range and deepens its fashion accessory offering in a core category.”

Graeme Ellisdon, Founder and CEO of **OSPREY LONDON**, added: “Working with 33 Joints on the first **OSPREY LONDON** footwear collections has been a true meeting of minds, with a shared passion for leather craftsmanship and design in full evidence.”

Antony Nathan, Managing Director of 33Joints, concludes: “We are really delighted to work with such a worldwide reputable brand and our teams have worked closely together to ensure each style has unique detailing that fits in with the brand. We are looking forward to establishing **OSPREY LONDON** as a serious contender in the footwear market”.

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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. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About OSPREY LONDON

British luxury leather goods & gifts company **OSPREY LONDON** was founded in 1980 by 25-year-old designer and entrepreneur, Graeme Ellisdon with an investment of £500, making hand finished leather belts. Today the brand sells its collections of leather bags, accessories, scarves, boxed gifts, homewares and more across the world via its thriving B2C ecommerce site, ospreylondon.com, as well as through its UK chain of eponymous stores including a two-storey flagship in Regent Street St James's.

About 33 Joints

33 Joints Ltd is one of the leading fashion footwear distribution companies in the UK and Europe. The company was founded in 2006 by father and son team Malcolm and Antony Nathan who both have extensive experience in branded footwear.

In 2013 it was announced that 33 Joints had become the latest partnership company of Samsung C&T UK Ltd. This partnership has given 33 Joints the financial strength and confidence to build on their existing brands and to license new ones. 33 Joints currently hold the Footwear License for an eclectic mix of brands which include, Original Penguin, **OSPREY LONDON**, Lambretta, and JCB as well as the distribution rights for Scholl and Nasa.