



UK BEAUTY BRAND PEACHES & CREAM COLLABORATES WITH MGM ON NEW PINK PANTHER EYESHADOW PIGMENT

London, 19th December 2019: UK beauty brand, Peaches & Cream have struck a deal with Metro Goldwyn Mayer (MGM), a leading entertainment company focused on the production of premium film and television content across platforms, on a new Pink Panther-inspired eyeshadow pigment. The deal was brokered by WildBrain CPLG.

Perfectly timed for the party season, Peaches & Cream have launched a sparkling candy-pink colored Pink Panther Loose Pigment, a highly-concentrated pure eyeshadow pigment that is easy to apply and can be used in a multitude of ways to create several striking looks. The pigment is presented in a super cute die-cut Pink Panther box with repeat print, and is available at the Peaches & Cream boutique in Liverpool and also at the Peaches & Cream website, fabulousmakeup.co.uk/products/pink-panther-pigment.

To launch the product, Peaches & Cream hosted a Pink Panther-themed VIP night at their Liverpool boutique with make-up master-class demonstrations which were later uploaded to their social media accounts. Guests invited to the launch event were treated with Pink Panther-branded goody bags and treats, whilst the staff wore Pink Panther t-shirts and even died their hair pink to match! Window decals and point-of-sale material decorated the store to create a 'perfectly pink' launch party. The product launch has been promoted heavily across Peaches & Cream social media channels reaching over 500 thousand followers and included a number of Instagram posts and live stories from the launch event.

Kate Matthews, Co-Founder, at Peaches & Cream, said: "Peaches & Cream is recognised in the cosmetic industry for our creative product launches that buck the trend of conventional beauty products. When brainstorming a theme for our new pink glitter pigment we knew we wanted something quirky. Pink Panther ticks all the boxes and the fusion of our two brands has produced our most iconic pigment to date. Our customers love the themed boxes that our pigments are sold in and the addition of the cute ears to the Pink Panther pigment packaging allowed us to think outside the box (literally) to create a truly memorable packaging moment that has elevated our pigment range to another level."

John Taylor, Managing Director UK & France, at WildBrain CPLG, said: "Pink Panther lends itself effortlessly to the beauty category and Peaches & Cream were the perfect brand to partner with. They embraced the brand from the moment we first started working with them and thought of every detail to make the launch a huge success. We're delighted with the results and know this is just the start of Pink Panther in the beauty space."

Founded in 2005, Peaches & Cream are an independent makeover boutique based in the heart of Liverpool with their own range of branded make-up product. Known for their stunning eyeshadow pigments, nude lip glosses, professional make-up tools, flattering compacts and gorgeous eye lashes, the Peaches & Cream range of products are sold exclusively at their Liverpool store and via their website fabulousmakeup.co.uk.



For more information, please contact:

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About Peaches & Cream

- Indie Colour cosmetic brands based in Liverpool with an international customer base
- Founded by industry working makeup artists with a passion to produce high performance products at an accessible price point
- Recognised within the industry for our extensive range of loose eyeshadow pigment shades
- We create ' Fashion for your Face'. Our product launches provide our customers with the latest trends in colour cosmetics.

About Pink Panther

Pink Panther started life in the front and end credits of the legendary detective series of the same name more than 50 years ago. Its popularity spawned TV series, specials, comics and merchandise and remains an icon of the era. *Pink Panther* continues to be discovered by new generations and remains one of MGMs most well-known franchises.

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 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.