



CPLG debuts Pink Panther Multi Designer Collections in Italy

London, 27th February 2017: A series of Pink Panther collaborations were launched last month at the international Kids Fashion Trade Show, Pitti Bimbo in Florence, showcasing the iconic cool cat as part of the 'Fashion Comics' project.

Fashion Comics, the project originated by designer Alessandro Enriquez and developed in partnership with Pitti Bimbo and CPLG Italy, saw Pink Panther featured in collections from select kids fashion houses exhibiting at the show: Ermanno Scervino Junior, Mimisol by Imelde Bronzieri, Monnalisa, Twinset by Simona Barbieri and N°21.

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.

Maria Gurrieri, Managing Director CPLG Southern Europe said "Pink Panther is a true icon that continually inspires prestigious designers and fashion houses across the globe. We are so proud that Italian Fashion, known globally for both its elegance and pioneering trends is celebrating this iconic brand in partnership with one of the most important international tradeshows for kids and teenagers, Pitti Immagine Bimbo"

The outfits are now featured in the fashion houses' showrooms and will be sold for charity in aid of Oxfam.

This project kick starts a wider Pink Panther licensing programme led by CPLG across Europe.

For more information, contact:

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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 the world's leading independent, pure-play children's content company. Owner of the world's largest independent library of children's content, at more than 12,500 half-hours, the Company 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. As a content producer and owner of intellectual property, DHX Media delivers shows that children love, licensing its content to major broadcasters and streaming services worldwide. Through its subsidiary, WildBrain, DHX Media also operates one of the largest networks of children's content on YouTube. The company's robust consumer products program generates royalties from merchandise based on its much-loved children's brands. Headquartered in Canada, DHX Media has offices in 15 cities globally, and is listed on the Toronto Stock Exchange (DHX.A and DHX.B) and the NASDAQ Global Select Market (DHXM).