



PEANUTS FASHION COLLECTION LAUNCHES AT RIVA STORES IN THE MIDDLE EAST

London, 16th December 2019: An extensive Peanuts fashion collection has debuted at Riva stores in the Middle East, in a deal brokered by WildBrain CPLG on behalf of Peanuts Worldwide.

The 50+ piece collection which spans kids and ladieswear, sees Snoopy and the rest of the Peanuts gang feature across daywear, outerwear, footwear and accessories.

Established in 1997, Riva offers contemporary fashion for women and kids aged 2 to 45 years. The brand is known for its individual take on the latest trends with quality ranges that allow its loyal customer base to express their individual style with a touch of glamour. Steady growth over the years has turned Riva into a consolidated brand and a major fashion reference in the Middle East. Riva is now present in six countries with more than 60 stores.

The Peanuts launch has been supported with a heavyweight marketing campaign including: point-of-sale and window displays at 38 stores; Peanuts-branded shopping bags; out of home advertising, including billboards at key locations throughout the Middle East; social media advertising across Instagram, Snapchat and Google; and SMS marketing to over 80,000 customers. RIVA also organized a Peanuts-branded mall event outside one of their key stores in Kuwait with dancing, face-painting and games for children to celebrate the launch of the collection.

Neesha Law, Commercial Director, at WildBrain CPLG Dubai, said: “We are thrilled to have collaborated with an on-trend fashion retailer like Riva for this iconic Peanuts collection. The range embodies the Middle East fashion sense and is a benchmark for modest fashion retailers everywhere.”

For more information, please contact:

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About Riva Fashion Armada Group

Armada group is a family owned clothing and Accessories Company, founded in Kuwait in 1973 by AL Tahan Family. Armada has grown from a single fast fashion store into a successful, globally recognized chain that carries renowned luxury and fast fashion brands. Today the company operates more than 15 brands with about 140 stores and across a wide range of sectors, offering consumers the latest recognized names in Fashion, Accessories and Footwear. We provide fashion, accessories and footwear for women, teenagers and Kids, our products are available in mono brand stores around the Middle East countries.

Our Owned Brands:

Created in 1997, Riva has been addressing women aged between 18 and 45 with a youthful outlook on life and an open, enquiring mind. Through its collections, Riva brand enjoys a loyal customer base, built up over 17 years, who trust a fashion alternative offering quality and fabulous styles. Riva offers the latest fashion combined with comfort for those who see the world through today's eyes. Steady growth over the years has turned Riva into a consolidated brand and a major fashion reference in the Middle East Today Riva is present in 6 countries with more than 60 directly operated stores.

RIVA WOMAN

Our creations draw feminine, chic and sensual women, with character and personality. Always maintaining the Middle Eastern ladies tradition and reaching with every piece a universal elegance. This category is our main line of signature Parisian designed collection of sophisticated & inspiring styles made from quality fabric, vivid colors & beautiful feminine silhouettes. The points of strength is continuous introduction of new lines to encourage Riva customers to make repeated visit.

RIVA KIDS

We explore and discover to bring in through modern and adorable designs a new level of inspiration with a touch of glamour for young ones aged from 2-12 years which is meant to be loved from season to another.

RIVA ACCESSORIES

Riva Accessories is devoted to bringing the most exciting and eclectic products to the Middle Eastern lady. A Well-priced and good quality collection of fashion accessories, Seasonal themes run through the brand, always presenting an individual take on the latest trends.



About Peanuts

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang have made an indelible mark on popular culture. The new series *Snoopy in Space* launched on AppleTV+ on November 1, 2019. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain Spark network on YouTube. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are 41% owned by WildBrain (TSX: DHX, NASDAQ: DHXM), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.

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.