



- **London UK – 19 November 2020 - WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, is extending its SpongeBob SquarePants focused fashion collaboration with Dutch designer Marlou Breuls, following the signing of a new partnership with bag brand Laauw.**
- Marlou Breuls’ initial SpongeBob SquarePants couture collection was showcased at Amsterdam Fashion Week last year as part of the 20th anniversary celebrations for the iconic TV series.
- Based on the success of the Amsterdam Fashion Week show, the Dutch brand Laauw is now using cartoon phenomenon SpongeBob SquarePants to recreate bags from the initial couture collection.
- The deals with Marlou Breuls and Laauw were brokered by WildBrain CPLG on behalf of Viacom Nickelodeon Consumer Products.
- The SpongeBob x Marlou Breuls x Laauw collection feature eight bag designs in different colours - including SpongeBob yellow - with different stories and elements from the beloved TV series.
- Following the collection launch on 18 November, the bags are now available at Laauw's webshop: www.laauw.com/marlou-breuls-spongebob
- SpongeBob SquarePants has been an integral part of pop culture for a long time with its many catchphrases and memes.
- Laauw has previously collaborated with singer Josje Huisman, and Instagram icon Gypsea Lust.

For more information, please contact:

Aimée Norman at DDA Blueprint PR

aimee@ddablueprint.com

+44 (0) 7957 564 050

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.