



## **WILDBRAIN CPLG GETS CREATIVE WITH ACCLAIMED BRITISH ARTIST CHARLOTTE POSNER**

### **Licensing agency tapped to build design-led lifestyle programme for renowned artist in Europe**

London UK – 28 September 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has been appointed as the European licensing agent for acclaimed British contemporary artist, Charlotte Posner. Under its Lifestyle division, WildBrain CPLG will assemble a design-led consumer products programme inspired by Charlotte Posner’s vibrant artwork with an initial focus on the UK market. Target categories will include beauty, stationery and greetings, homewares and soft furnishings, fashion and accessories, luxury ceramics and tableware, and gifting.

John Taylor, VP Northern Europe and Managing Director UK and France at WildBrain CPLG, said: “Charlotte’s work is captivating and original, both accessible and uniquely creative, and we are excited to collaborate with her to develop innovative and design-led product ranges. The licensing programme will sit closely alongside Charlotte’s art, offering fans of her work another chance to own a little piece of Posner magic.”

Charlotte Posner said: “I am excited to be working with WildBrain CPLG to expand my brand. We are at an exciting stage of development and it is a great opportunity to share our creativity with more companies.”

Charlotte Posner’s style and popularity exploded onto the public scene in 2014 when she was featured as part of the Royal Academy Summer Exhibition and was profiled on the BBC’s *The Culture Show*. A social media frenzy then erupted when she first introduced her ‘Pop Dolls’ series to the public in 2015. Coca-Cola, Walls, Kellogg’s and Cadbury’s all complimented the works, and one piece later became the creative for Magnum’s UK social media platforms.

In the face of severe dyslexia, Charlotte’s undaunted creative approach shows extraordinary versatility. No ordinary artist, Charlotte has now collaborated and worked with some of the world’s leading luxury brands and retailers including Brown Thomas, Louis Vuitton, Nicholas Kirkwood, Crème de la Mer, London Fashion Week, and Japanese cosmetics brand Shiseido.

Inspired by people, places and popular culture from all over the world, Charlotte’s signature art style is distinguishable by its expression of shape and form, colour and confidence. Charlotte uses her art to transcend the invisible barriers that divide us and evoke emotion. Although working in a variety of media, it is traditional dip-pen and ink with acrylic and watercolour that she has become most noted for.



Charlotte's work is highly collectable with an international following and requests for commissioned works by both private collectors and corporations. Art shows are held twice a year to showcase her latest pieces. Charlotte believes artwork should be accessible, so releases a series of limited edition signed prints of 50-100 for Spring/Summer and Autumn/Winter.

**For more information, please contact:**

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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. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).