



WILDBRAIN CPLG PAINTS DEAL WITH THE METROPOLITAN MUSEUM OF ART

Globally renowned art institution taps licensing agent to represent its brand across EMEA

London UK – 6 July 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has signed a deal with The Metropolitan Museum of Art (The Met) to exclusively represent the iconic New York institution in EMEA. Under its Lifestyle division, WildBrain CPLG will assemble a licensing programme for The Met designed to appeal to families, millennials and a diverse international audience across categories, including homewares, apparel, accessories, stationery, gifting, toys and activities, health and beauty, and collaborations.

WildBrain CPLG will create a merchandise programme that differentiates The Met by combining the institution’s iconic collections and art works, with the diversity and energy of New York and the museum’s mission to collect, study, conserve and present significant works of art across all times and cultures in order to connect people to creativity, knowledge and ideas. The agency will initially focus on building product ranges that utilise assets from a cross-section of The Met’s 17 curatorial departments and are tied into current fashion and homeware trends.

Victoria Whellans, Group Brands Director at WildBrain CPLG Lifestyle, said: “The Metropolitan Museum of Art is one of the world’s most dynamic and inspiring museums and we’re very excited to add this prestigious institution to our expanding Lifestyle portfolio. As we begin building a unique licensing programme which will reinforce The Met as both educational and accessible, we look forward to bringing fresh, authentic and unexpected product ranges to a diverse selection of consumers across EMEA.”

Lisa Silverman Meyers, Head of Licensing and Partnerships at The Metropolitan Museum of Art, added: “WildBrain CPLG has a unique passion for storytelling and shares our belief in the power that museums have to foster understanding through art and culture. Their dedication to our goal of bringing The Met to new places in new ways, paired with WildBrain CPLG’s proven track record of success throughout EMEA makes them an ideal partner for the Museum.”

Founded in 1870, The Metropolitan Museum of Art lives in three iconic sites in New York City—The Met Fifth Avenue, The Met Breuer, and The Met Cloisters. The museum is home to two million works spanning 5,000 years of art and ranks as the most-visited art museum in the Western hemisphere. The Met is also the number one tourist attraction in New York City, with over seven million visits and 30 million web visitors in 2019. The Met celebrated its 150th anniversary on 13th April 2020.



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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.

About The Metropolitan Museum of Art

The Met presents over 5,000 years of art from around the world for everyone to experience and enjoy. Since it was founded in 1870, the Museum has always aspired to be more than a treasury of rare and beautiful objects. Every day, art comes alive in The Met's galleries and through its exhibitions and events, revealing both new ideas and unexpected connections across time and across cultures.