

WILDBRAIN CPLG STITCHES UP PEANUTS X PLNY LALA COLLABORATION

Polish streetwear brand launches limited edition collection to celebrate the 70th anniversary of Charles M. Schulz's beloved comic strip



Photo credit: Aldona Kaczamrczyk

London UK – 3 September 2020 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has secured a deal with Polish streetwear brand PLNY LALA for a limited edition fashion range to mark the 70th anniversary of the beloved Peanuts brand. Brokered by WildBrain CPLG on behalf of Peanuts Worldwide, the range is targeted at women and includes sweatshirts, t-shirts, dresses, tops and socks inspired by Snoopy and the rest of the Peanuts gang.

October 2nd marks 70 years since Charles M. Schulz first introduced the world to the Peanuts characters, when the *Peanuts* comic strip debuted in seven American newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. The PLNY LALA range is part of a global campaign with licensors that will be rolling out from Peanuts Worldwide this fall to celebrate the anniversary.

Tara Botwick, Senior Director, International Territory Management, EMEA at Peanuts Worldwide, said: "With a focus on empowering its customer base and taking a fresh, playful approach to its influential collections, we knew that PLNY LALA would be an ideal fashion partner as well as a tentpole licensee as we look to ramp up a wide programme for Peanuts worldwide and across the CEE territories specifically. It's an exciting collaboration that we feel sets the tone for our ambitions in the region and globally."

Elisa Minetti, Creative Director & Designer at PLNY LALA, added: "I'm excited to be teaming up with WildBrain CPLG again and this time working with Snoopy and the Peanuts squad. Our collaboration emphasises the global trends that PLNY LALA® is at the forefront of in the local Polish market. My creative process for the



range has involved combining iconic Peanuts cartoon artwork, with streetwear for women who carry an inner girl flame, which has resulted in a collection that is ideal for a feisty LALA girl. This autumn, Peanuts celebrates its 70th anniversary of the first comic strip's debut. Let's continue this inspiring journey together."

Now available to purchase exclusively in PLNY LALA's stores and online at www.plnylala.pl, the launch is being supported by in-store POS, a dedicated website landing page, social media and influencer product seeding, a look book, and a pop-up store in Warsaw. Items in the collection are priced between 39.00 - 599.00 PLN and are offered in a range of sizes.

This new partnership with PLNY LALA bolsters existing Peanuts fashion offerings secured by WildBrain CPLG in Central and Eastern Europe, which include: Polish retailer Smyk for a DTR range which is now launching; LPP for teen and adult collections available at Reserved, Reserved Kids, House, Sinsay and Sinsay Kids; and a range from E Plus M which is being focused towards teens and adults. Beyond fashion, Carbotex will soon launch its first range of Peanuts homewares, and ERT launched a range of mobile accessories earlier this year.

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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 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 Apple TV+ on November 1, 2019. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, CartoonNetwork.com 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 Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.

About PLNY LALA®

Clothes do not define you. But if you choose PLNY LALA® you create a manifesto. You are confident and defiant yet playful and flirtatious. What you wear is not a product, it is a culture and lifestyle. As a European streetwear brand with a decade long history we surprise, motivate and spread the love. You are our inspiration. Let's conquer the world together.