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Friday, 05 October 2018

LONDON

Licensing Link Europe brings diverse and exciting portfolio to BLE

Art, animation, science, fashion, football and more at stand A20

Brand extension and strategy agency Licensing Link Europe, has announced its line-up for the forthcoming BLE – and it's a diverse and exciting one, featuring action heroes, scary toys, legendary artists, battling robots, ships, planes, football, fashion – and much more.

Among new representations expect to hear more at stand A20 about the CJ E&M production **Robot Trains**, which has enjoyed a very successful launch on Cartoonito in the UK. With the appointment of master toy licensee Silverlit and a number of other licenses already awarded, this exciting pre-school animated action-adventure series about talking, transforming trains, distributed internationally by Mondo TV exhibiting at stand D70, is already a licensing hit in a number of territories and gearing up for a second series co-produced with Mondo's crew.

Pirata & Capitano, a preschool animation about two friends searching the seas for treasure by ship and plane, launched on Channel 5's popular preschool programming block Milkshake! this summer, where it quick became the number one weekend show. The 52 x 11 minute series, co-produced by public national television broadcasters France Televisions and Rai of Italy, has enjoyed strong take-up in a number of major territories.



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Football's Coming Home 1848 is the trademark brand of the iconic statement that has underpinned English football for more than two decades. Building on grassroots support for football in England, a Football's Coming Home 1848 The original spirit of football – lives on licensing programme is being developed to make the most of the opportunities offered by the European Football Championship in 2020, at which England – through Wembley – is hosting both the semi-final and the final.

Feisty Pets, the phenomenally popular toys that turn from cute to scary with just a squeeze, were launched last year in the UK as a hugely successful plush range and now have their own YouTube channel – Feisty Films. There are now plans for an expansion of the brand into a number of new categories. Jazwares is the appointed master toy licensee with distribution into all key retail channels including grocery, toys, specialist and online.

Finally, a highly distinctive new Licensing Link representation that enjoys high awareness and a strong following is **IFLS** ('I f***** love science'), the world's leading digital science channel, making science accessible and fun, with a global following of 25million Facebook fans.

Licensing Link will also be highlighting key brand activity among its established properties, among them the launch of a number of products related to the popular BBC series **Robot Wars**. They include toys from Innovation First International, publishing from Scholastic and a best-selling Haynes manual. Construction sets and gifting are launching in Q4 this year from Demand Media.

Molang, the cuddly, funny, kind-hearted rabbit whose animated series is a massive online and TV hit, is gearing up for a number of product launches, including clothing in Primark, and stationery and gift in John Lewis, Forbidden Planet and specialist stores. New programming will arrive later this year on the free-to-air UK channel for children aged 7 and under, Tiny Pop.



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Little Baby Bum, based on a popular YouTube channel that shows 3D animation videos of both traditional nursery rhymes and original children's songs, recently signed Smith & Brooks as an apparel partner, with product launching spring/summer 2019.

Licensing Link Europe manages UK licensing on behalf of Amsterdam's **Van Gogh Museum**, one of the 25 most-visited museums in the world and home to many works by Vincent Van Gogh. The museum has already announced collaborations with Vans, a leader in branded lifestyle apparel, footwear and accessories, and Samsonite. Further licensing announcements – in fashion, gifting and publishing – are expected soon.

And that's not all. Visitors to stand A20 during the show will also hear about **Pantone**, the world's most powerful and influential brand in colour and **Build a Bear**, a global brand based on customizable furry friends. They'll also get the latest news on **Chic & Love**, the amazing new fashion and accessories brand that combines street style with an avant-garde look – and, thanks to an alliance with one of the world's most famous luxury brands, incorporates Swarovski® crystals into many of its collections.



Chris Taday, Director of Licensing Link Europe, says: "We're delighted with our portfolio and its potential across so many target markets and product categories. In fact we really know we have something for everyone at this year's BLE."

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For further information please contact:

Jane Garner & Sian Dorrington

jgarner@kgmpr.com / sdorrington@kgmpr.com

kilogrammedia

Tylers

1 Mallows Green Road

Manuden

Herts CM23 1DG

t + 44 (0) 1279 887 101

w kilogrammedia.com