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Licensing Roundup: December 8

By Staff -- Gifts and Dec, 12/8/2008 7:02:00 PM

Kate McRostie DesignWorks Inc., Wilmington, NC, will debut new licensed collections with four different vendors at the [Atlanta International Gift & Home Furnishings Market](#) in January 2009. Certified International will add two new hand-painted tabletop collections, Alfresco and Amalfi. **C&F Enterprises** will offer McRostie's Holiday Garden and Aspen Woods"collections on home holiday textiles. **CounterArt** extends their offering of McRostie's designs with Botanicals, a soft, organic look for kitchen and baking accessories. **Cape Shore** will feature Mermaid's Hideaway on gift and bath products, and **Creative Co-Op** will launch several large new collections using McRostie's designs.








Lifestyle designer **Barclay Butera**, Newport Beach, CA, plans to expand his licensing program in 2009, his 15th year in business. Spring will see the debut of Butera's area rugs and textiles for the Kravet Collection, as well as a line with the Hearst Castle Collection and his existing candle line with Archipelago Botanicals.

Personalization company **American Stationery** signed a licensing agreement with graphic artist Debra Valencia, who will be the company's first licensed artist and featured designer. The licensed products include 42 designs for everyday party invitations, as well as note cards with coordinating mailing labels and envelope seal stickers, for a total of more than 168 new products. The products will debut in January 2009 on [mypapervillage.com](#). All products will be sold specifically for personalization with the end user's name and message imprinted via American Stationery's on-demand printing process. Later in 2009, products also will be available through other affiliated distribution channels including in The Rytex Company's custom order catalogs available for in-store orders through independent retailers.

Bloomington, IN-based **Textillery Weavers** is expanding its exclusive licensed throw collection for Sunbrella with new plush stripe designs in Bermuda blue, chive green and gold tones. The newest Sunbrella designs will debut January 25-29, 2009 during the New York International Gift Fair.

Sao Paulo, Brazil-headquartered licensing agency **Omni E+ Marketing & Licensing Ltda** will represent all celebrity properties handled by **Legends Licensing LLC**, Santa Rosa, CA, including Marilyn Monroe photographic images.

Licensing now plays a key role in store brands, according to [Licensing Industry Merchandisers' Association](#) (LIMA). What the licensing organization calls "direct-to-retail licensed merchandise" includes such things as Kohl's exclusive licenses for Vera Wang's Simply Vera and the Food Network brand and Macy's license for the Martha Stewart Collection line of home goods. "The amount of direct-to-retail licensed merchandise that's now in stores or planned for the near future suggest that this form of branding/licensing has become an accepted part of the retail landscape," said Marty Brochstein, senior vice president of industry relations and Information, LIMA. "Today's retailers are not just retailers any more. Most major chains have in-house product-development operations that work with the brand owners to create merchandise that holds to the brand image and can't be found in any other store."

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