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Licensing News: March 5, 2013

GDA Staff -- Gifts & Dec, March 5, 2013



Kate McRostie

Artist and designer, [Kate McRostie](#), will launch her latest hand-painted art collections at [Surtex](#), May 19-21, 2013. McRostie's new designs include Gingerbread Holiday, featuring gingerbread houses in traditional red and green along with fun, versatile patterns and

Kate McRostie

gingerbread cookies. For spring, McRostie will introduce "Blooming Birds," which will feature a modern take on backyards birds inspired by old world folk art style, and "Fanciful Flamingos" a vintage inspired coastal collection; new fall and everyday looks available for licensing will also be available.

McRostie is currently seeking additional licensees in bedding, wall, greetings and stationery, tabletop, collegiate and other categories. Her art is currently licensed in the home and gift categories by more than 40 manufacturers, including Creative Co-op, Lolo Rugs, Raz Imports, Sun 'N' Sand Accessories, Peking Handicraft, C&F Enterprises, Wincraft and more.

Tag Matches Corelle

Home accessories manufacturer, [tag](#), has entered into a licensing agreement with [Corelle](#) to develop, market and sell Corelle-branded kitchen and tabletop textiles and flatware.

All products in the new collection will feature Corelle dinnerware designs and will be branded as Corelle Coordinates.

"It is exciting to leverage tag's 30 years of experience in kitchen textiles to extend the product reach of the Corelle brand of dinnerware," said Norman Glassberg, founder and president of tag. "We believe that adding kitchen textiles and other products that either match or coordinate with Corelle allows consumers to have a more cohesive look in the kitchen...High quality kitchen textiles that offer good value are a logical place to start and tag has been an industry leader in kitchen textiles for more than 30 years."

The initial product assortment will include: kitchen towels, dishcloths, potholders, oven mitts, aprons, tablecloths, placemats, chair pads, kitchen rugs, and flatware.

Debra Valencia

Artist [Debra Valencia](#) has appointed the Ginja Agency to represent her brand in Israel; a license was immediately secured with Palphot, the market leader in branded gifts, stationery and back-to-school products.

The debut collection of stationery items will be available spring 2013 and is currently available in gift, stationery and books stores nationwide. Notecard sets feature the Graceful Garden and Aprils' Garden collections in eight designs and displayed in a matching custom counter



Debra Valencia

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Additional new products planned for 2013 include: greeting cards, back-to-school supplies, journals, planners, calendars, gift wrap & gift bags, fashion bags, cosmetic cases, gifts, home office accessories, home décor and more.

Marie Claire

PrivateCollection&Co, a management, licensing, distribution and development of vertical retail operations company, has secured a licensing agreement giving **Richline Group** the exclusive right to manufacture, market and distribute jewelry in the U.S. under the Marie Claire brand.

Marie Claire has generated more than \$350 million in the fashion, beauty and home décor categories at retail each year in Asia and Australia. PrivateCollection&Co is working to expand its success in the U.S. market by establishing key licensing and distribution agreements with companies like Richline Group; the Marie Claire license will complement Richline Group's portfolio of jewelry lines.

PrivateCollection&Co exclusively represents the Marie Claire brand in the U.S. and Mexico for the following product categories: leather goods, eyewear, watches and jewelry, ready-to-wear, intimates, sportswear, bed and bath linens, wallpapers and carpets, kitchen and tableware, furniture and stationery.



Angry Little Girls!

Angry Little Girls

#*%! **SMC Entertainment Group Inc.** (SMC) has been appointed the global licensing agent for Lela Lee's popular "**Angry Little Girls!**" brand.

Under the agreement, SMC will build on the success of Lela Lee's "Angry Little Girls!" comic and publishing brand launching new licensing, merchandising and consumer programs. SMC's strategy is to re-introduce the brand "Angry Little Girls!" and all of its characters to consumers ages 13-30 years old with targeted classic brand licensing, merchandising and promotional programs in the following product categories: apparel: T-shirts, loungewear, sportswear, accessories, tote bags, backpacks, wallets, jewelry, watches, room décor, gifts and novelties, stationery, cosmetics and more.

Lee created the Angry Little Asian Girl in 1994 in response to her discontent with college life while studying at UC Berkeley. "The Angry Little Asian Girl is my inner hero," said creator Lela Lee. "I created her so she could say everything I wish I could. It's pretty cool to see that ALAG and ALG has become a lot of girls' inner hero."

April Cornell, Picnic Plus

Picnic Plus by Spectrum has entered into an exclusive licensing partnership with **April Cornell Holdings** for a new line of products featuring the artist's textile designs inspired by nature and cultures from around the world.

The new designs will be available to retailers for spring 2013, and will include coolers, lunch totes, picnic sets, picnic baskets, food and dessert carriers and many more applications.

The exclusive April Cornell Designer line will be marketed through Picnic Plus' national sales force and displayed at all the major industry trade shows. The picnic baskets, insulated totes and wine totes will be available to consumers through independent and specialty retailers, gift and gourmet stores, wineries, and garden centers, as well as sold on-line through a vast network of e-commerce retailers. April Cornell will also offer the exclusive products through her company's online store and her brick-and-mortar stores in North America: Burlington VT, North Conway NH, Ocean Grove NJ, and La Cache stores in Hudson and Montreal, Quebec.

Mary Phillips Chocolate Bars

Praim Group will create and distribute a line of all-natural chocolate bars inspired by **Mary Phillips Designs**, known for its

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Mary Phillips chocolate bar

[Designs](#) chocolate bars are 3.5 ounces, kosher and all-natural.

"Women and chocolate is a winning combination so it makes perfect sense for us to add chocolate bars to our product mix," says Mary Phillips, founder of [Mary Phillips Designs](#). "We are so fortunate to partner with PRAIM Group that has the skill set and proven track record to bring our bars to the women and gift givers that need a dose of attitude, laughter and chocolate."

Vera and Enesco

The [Vera Company](#) has entered into licensing partnership with [Enesco LLC](#) to produce a variety of gifts with the art of contemporary American artist Vera Neumann.

Enesco's Vera line of gifts will debut to the trade in the summer of 2013.

Waverly Baby

Trend Lab LLC and Iconix Brand Group Inc. will collaborate on a license agreement to launch a Waverly by [Trend Lab](#) infant and toddler product line.

The line will include crib and toddler bedding, coordinating room décor, gift items and diaper bags. The Waverly by [Trend Lab](#) collections will be unveiled at the 2013 ABC Kids Expo in Las Vegas, NV and will be sold to mid-tier retailers, department and specialty stores, and select e-tailers by early 2014. The Waverly by Trend Lab product assortment will be moderately priced and will combine Trend Lab's stylish, contemporary designs with Waverly's lifestyle patterns and textiles.

Vandor Adds Transformers, FORD and more

Licensed consumer goods leader, [Vandor](#), acquired new licenses to create products for the Transformers, My Little Pony Curious George and Ford Motor Company. Vandor's Transformers collection will include large shopper totes, collapsible water bottles, ceramic mugs, acrylic cups with straws and tin totes; My Little Pony will add on a collapsible water bottle, large shopper tote, ceramic mug, tin tote and acrylic cup with straw; Curious George gets a large shopper tote, collapsible water bottle, ceramic mug, tin tote, acrylic cup with straw and wood wall clock; and Ford fans will get an acrylic travel cup, plastic travel mug, set of four glasses, ceramic shot glass and ceramic mug.

Kids Preferred, Wallace and Gromit

[Kids Preferred](#) launched a line of soft plush multi-textured toys based on the character of Shaun the Sheep from the popular stop-motion series, Wallace and Gromit. The collection comes in three sizes, six inches, 12 inches and 20 inches and a 7.5 inch Timmy the Lamb.



Shaun the Sheep

Creating4Kids, Carmella Johns

Creating4Kids, Inc. (C4K) has appointed Carmella Johns Unltd. (CJU) as the exclusive licensing agency for Bigfoot Friends, an original property that taps into the more kid-friendly world of "bigfoot."

Created by Shane Geil (Hello Maggot) and Christopher Keenan (C4K president and executive producer), Bigfoot Friends is a collection of brightly colored "little, Bigfoot-like characters" who have a passion for a particular fruit and love to be photographed, unlike the mythical legend.

The agreement grants CJU worldwide rights to represent Bigfoot Friends to manufacturers and licensees in all product categories, including toys, games, novelty and "back to school", but snack foods, apparel, accessories and cosmetics are not far behind. An animated television series and publishing program are also planned for the Creating4Kids property.



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