



**NEWS:**  
Hasbro investing more in its own franchises  
**PAGE 2**



**NEWS**  
Trans World boosts its licensing/CE-centric format  
**PAGE 3**



**DEALS**  
Who's doing what with whom  
**PAGE 5**



**CONTACTS:**  
How to reach people in this issue  
**PAGE 6**



**CALENDAR:**  
Global schedule of shows and conferences  
**PAGE 8**



# INSIDE LICENSING

November 24, 2015

## Magazine Publishers Look Toward Experiences To Cement Their Consumer Relationships

Magazine publishers don't want you to just read their articles or buy their products. They want you to live their brands.

As is the case with many other categories of properties, owners of magazine brands are increasingly extending into experiential licensing as a way to leverage their content and brand equity in different ways. Examples include:

- Time Inc.'s *Fortune* partnered with Cornell University's eCornell online learning group for "Mastering 21st Century Business Strategy." The six-course program, which teaches strategic positioning and mergers and acquisitions strategy, combines course work designed by the school's Johnson Graduate School of Management with licensed Fortune trademarks and content. Time and Cornell share revenue from the course, which carries a \$3,600 tuition. Time also is considering similar agreements for its other publications,



*Runner's World's 4.1-mile Halloween Run at the Hippodrome de la Zarzuela in Madrid, Spain*

including *Sports Illustrated*. The publisher's *Essence* is expanding its annual music festival in 2016 to Durban, South Africa under an agreement with the City

of Durban.

- Hearst Brand Enterprises is plan-

**CONTINUED ON PAGE 4**

## Next Week: Fill Out *Inside Licensing's* Third Annual Outlook Survey

What do global licensing executives define as the most significant developments – both positive and negative – in the business in 2015? What do they think about prospects for 2016, and what are the key issues facing property owners, manufacturers, retailers and others as they plan their business for the next two years?

Next week, LIMA and *Inside Licensing* will launch our third Annual Outlook

Survey. We urge you to respond to the email that will invite you to give us your thoughts on how well business is going, and the most important issues, challenges and developments that will confront licensing professionals in all facets of the business going forward. A year ago, nearly seven out of ten respondents projected 2015 gains of 4% or more.

We'll also ask you to forecast your

plans (if any) to either add to or reduce your roster of licensing-related employees. Nearly half the companies in the 2014 survey said they planned to add to their employee counts

You'll be asked to fill out a brief, anonymous, online survey form, and results will be reported in the January 5 edition of *Inside Licensing*.

Fill out the survey when it appears in your email on December 3.



# Hasbro Growing Its Franchise Brands

**Hasbro** expanded its licensing operations, boosting spending on entertainment and licensing by 30% during the past several years in a bid to extend the reach of franchise properties such as Transformers and My Little Pony, company officials told analysts during an investor day presentation. "We are investing in retail execution for licensed goods in local markets," Hasbro's Deborah Thomas said. "We are investing more in our brand building and less on our SKU-making capability," she said.

Hasbro's entertainment and licensing revenue rose to \$219 million in 2014 from \$136 million in 2010. Hasbro's franchise brands accounted for 55% of the company's 2014 revenue, up from 43% a year earlier, and are more profitable than so-called "partnership" products based on licensed IP from Disney, Sesame Street Workshop and others, company officials said. The partner

products are expected to account for 25% of Hasbro's revenue this year, up from 20% a year ago, an increase driven by Star Wars, Hasbro said.

Hasbro's royalty expenses have averaged around seven percent of revenue in recent years and are expected to increase slightly this year due to Star Wars. Meanwhile, Hasbro's sales of Star Wars-related products surpassed the high-end of the company's forecast through early November, Hasbro's Brian Goldner said. "The inventory is light and we are working to catch up," he said.

**Redan** ceased publishing a "Sophia the First" magazine, replacing it this month with Marvel Super Heroes, says Redan's Jessica McKnight. The decision to halt publication was prompted by strong sales of Redan's Frozen magazine, which far outstripped those of "Sophia the First," says McKnight. Meanwhile, Redan also ended its licensing agreement with Iconix for Strawberry Shortcake. Redan stopped producing a standalone Strawberry Shortcake magazine in 2014, and dropped the character from its Sparkle World magazine earlier this fall. It has added Dora the Explorer and Shopkins

to Sparkle World under separate licensing agreements.

**Sequential Brands Group** and **Martha Stewart Living Omnimedia** (MSLO) have set a Dec. 1 deadline for MSLO shareholders to decide whether to receive cash or stock as part of Sequential's proposed \$298 million acquisition of the company. MSLO shareholders are scheduled to vote on the proposed sale Dec. 2. MSLO was trading at \$5.97 on Tuesday morning, down from the \$6.15 per share proposed acquisition price.

Agency Assignments: **The Brand Liaison** is representing the Route 66 brand for **Tempting Brands** as it moves extend the brand in North America to handbags, backpacks, fragrances, sunglasses and other products. The Brand Liaison also working with **Turnowsky Design House** to expand the company's brand into apparel, home goods, kitchen textiles and others products. Turnowsky Design has previously licensed greeting cards, calendars and postcards available in limited distribution through **American Greetings** and

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## Initial Speakers Announced For "NYC Summit: The Business of Brand Licensing"

A standout roster of the licensing industry executives will give their insights and perspectives on a wide range of topics at the first annual "NYC Summit: The Business of Brand Licensing."

The education-led format offers in-depth analysis and insight into the driving factors and changing dynamics of global licensing in today's highly competitive marketplace while allowing time for one-to-one meetings and networking.

Among those who will speak at the two-day event (March 1-2, 2016) are:

- Dow Famulak, President and

COO, Global Brands Group;

- Jim Fielding, Global Head of Consumer Products and Retail, DreamWorks Animation and AwesomenessTV;
- Pam Kaufman, Chief Marketing Officer and President, Consumer Products, Nickelodeon;
- Sal Larocca, President, Global Operations and Merchandising, NBA;
- Jamie Salter, Chairman and CEO, Authentic Brands Group;
- Yehuda Shmidman, CEO, Sequential Brands Group;
- Michael Stone, Chairman, Beanstalk;
- Henry Stupp, CEO, Cherokee Global Brands Group

Additional speakers will be announced soon.

Session titles include:

- How Brand Management Companies are Driving the New Li-

censing Models;

- Brand Value: The Wall Street Viewpoint;
- Entertainment Licensing: The Value of Franchise Development;
- The Licensing Agency Forum and Roundtable;
- Sports Licensing – Building a Global Brand;
- New Entertainment Stars and Brands;
- The Retail Roundtable.

The NYC Summit will take place at the New York Marriott Downtown in New York City. It was developed by *License! Global* magazine, in partnership with UBM Advanstar, organizers of Licensing Expo and Brand Licensing Europe, and LIMA.

For more information about the event, please visit [www.licensemag.com/nyc-summit](http://www.licensemag.com/nyc-summit).



**Papyrus... Lisa Marks and Associates** signs to represent **Pez International**. Pez had been handling brand licensing internally, having struck about a half-dozen agreements for products ranging from **American Optical's** eyeglass cases to a dog treat dispenser. Marks plans to bring the brand into several categories, including apparel. The agreement with Marks follows Pez's signing a movie production deal with Envision Media Arts for an animated film... Licensing veteran Ivan Marco and business partner Conchita Romero form Spain-based **Marcom Licensing... Rockpool** signs to represent **Tough Mudders**, as the operator of 10-12-mile military obstacle course races moves to extend its brand into sporting goods, health, apparel and publishing. Tough Mudders expects to host 50 competitions this year and has had two million participants in its races since starting in 2010... **Getty Images** is representing the **Conde Nast Collection**, more than 30,000 photographs and illustrations from Vogue, Vanity and GQ... **Licensing Link** is representing **The Seven Network** Australia's "Home and Away" soap opera series for licensing in Ireland and the U.K.

## Trans World Entertainment Moves Forward With Licensed Goods

Trans World Entertainment is expanding its format that accents licensed goods, having opened 10 new or remodeled f.y.e. locations with a larger assortment of trend and electronics products, Trans World's John Anderson tells us.

The concept was tested last year (*Inside Licensing*, 12/16/14) with a single location at the Woodbridge Center Mall, in Woodbridge, N.J. that pulled licensed goods to the front of the store and featured them in brand specific displays. Music merchandise and CDs were moved to the back of the store.

The six new and four remodeled stores have a "different look and feel" than the Woodbridge location, but are "consistent" in highlighting licensed and

**Iconix** is trying to turn **Sharper Image** into a lifestyle brand that is "more than one-off toys," Iconix's David Blumberg told analysts on a recent conference call. As part of the effort, licensee **MerchSource** has gained distribution for Sharper Image products at Toys R Us, Target and Walgreens, the latter featuring an endcap display with memory foam slippers, 10-piece sling shot and indoor basketball sets and a wet/dry vacuum. The new line follows Iconix "transitioning out of" a Sharper Image license as its sales of home products in Q3 fell 17%, including a \$2 million decline in Sharper Image-related revenue.

Meanwhile, Iconix renewed a licensing pact with **Sears/Kmart** for the Bongo and Joe Boxer brands. The agreement was set to expire Dec. 31. It also renewed a license for the Ocean Pacific (OP) brand with **Walmart** and is in discussions with the chain on the Starter license that expires Dec. 31.

Sales of goods tied to **Genius Brands International's** "Secret Millionaire's Club" started this month exclusively through Barnes and Noble. American Public Television has committed to airing 26 episodes of the Secret Millionaire's Club. Meanwhile, master

electronics items, says Anderson. Trans World has spent about \$200,000 on remodeling the stores.

While Trans World's sales of electronics and trend products have in the past accounted for about 10% of annual revenue, they have played an increasingly larger role recently in the 309-store chain's strategy.

The trend and electronics category accounted for 32% of Trans World's Q3 revenue of \$67.9 million, up from 24% of \$72.5 million a year earlier. In the remodeled stores, trend and electronics generates about 50% of revenue. Same-store sales of trend and electronics products increased 35% in Q3.

As we've reported (*Inside Licensing*, 8/18/15), another specialty retailer pulling licensed products to a more prominent place is GameStop, which has even opened several freestanding Zing pop culture stores in Australia and Ireland.

toy licensee **Wicked Cool Toys** will deliver the first Thomas Edison Secret Lab products by late 2016, Genius' Andrew Heyward said in a letter to shareholders. The Thomas Edison's Secret Lab series recently began running on U.S. public television stations, Netflix and on the Kid Genius Channel on Comcast. The brand also is being applied to a mobile app for the first time under a licensing agreement with **FatRedCouch**. Genius so far has 75 consumer product licensing agreements, having set a goal of having 110 by year-end (Inside Licensing Jan. 20).

**Tawil & Associate's** Amy Coe apparel will hit **Buy Buy Baby** and **Bloomingtondale's** on Dec. 15, broadening the designer's distribution after years of direct-to-retail agreements for home décor, children's bedding, gifts and apparel. Coe has had DTRs with Target and, most recently, Babies R Us. The new collection includes infant, toddler and boys and girls sleepwear, swimwear and fashion accessories, the first of which will be available this month with the bulk of the line arriving in January, says Joster Loria Group's Jessica Wichard, whose firm represents Coe.

**Viz Media** launches its first U.S. Naruto online store, building on a licensing agreement with **Sony DADC's** e-commerce platform developer **Generator**. The store, which also will cover Canada, features an array of Naruto-related products including posters from **Scorpio Posters**, **Surreal Entertainment's** molded mugs and backpack clips and **Just Funky's** shower curtains and plastic glasses.

Executive appointments: Vince Brick, ex-**Hasbro**, named Director of Business Development at **Vandor...** Carolann Dunn, Executive Director of Hardgoods for **Peanuts Worldwide**, promoted to VP of Sales... Geeta Singh, ex-Universify, named **Valiant Entertainment** Licensing Manager... Jill Davis, VP Licensing for Garfield licensor **Paws Inc.**, retires... Charles Redfield, **Sam's Club** Chief Merchandising

CONTINUED ON PAGE 8



# Magazines

CONTINUED FROM PAGE 1

ning to launch a *Seventeen* “camp” in mid-2016 via a licensing agreement with a teen travel service. The camp will provide a behind-the-scenes glimpse

“These were very small ideas three or four years ago, but now they are getting bigger, and we can diversity into other markets.”

of the magazine’s editorial and web operations and include a retail partnership to provide insight into merchandising and retail strategy.

- Rodale Inc. is considering bringing the *Runners World* and *Women’s Health* events that it has championed in Europe to new markets, including the U.S. A *Women’s Health* Fit Night Out event that was introduced in Spain under a flat-fee licensing agreement with Adamare Singlereisen will move into additional international markets in 2016, says Rodale’s Robert Novick. And *Runners World* races in Spain, operated by Lex Die Laufexperten, also are being considered for expansion.

- Conde Nast’s *Teen Vogue* partnered with Parsons School of Design at New School for a five-course online program covering fashion design, production, media and marketing. The course, Certificate in Fashion Industry Essentials, which targets millennials and has a \$600 tuition, combines the magazine’s content, trademark and fashion contacts with Parsons’ faculty. It includes 42 hours of online instruction from 70 on-demand video lessons.

- Meredith Corp.’s purchase of *Shape* earlier this year has broadened the publisher’s reach into events. *Shape* sponsors several events – Wanderlust three-day programs of yoga and exercise in Vermont and Diva Dash obstacle courses, that are run by event marketing company Adventure Fit. While the *Shape* events don’t currently involve

a licensing model, that is an element Meredith is considering adding to them, says Meredith’s Sondra Newkirk.

“I see lots of opportunity in these types of partnerships where the brand has authority, but may not have the capacity or the expertise to play,” says Time Inc.’s Jim Jacovides. “You have to

find a partner who has that complimentary expertise and you develop a new product or service and you offer it to the market together.”

In forging the partnerships, many of the publishers favor the advance and minimum guarantee approach, but

“Building these experiences, whether large-scale events or more intimate experiences, helps consumers understand how the brands can play a role in their everyday lives.”

some are starting with revenue sharing to get the efforts off the ground.

“The minimum guarantee is a way to separate the wheat from the chaff in which serious people say they believe enough in the business to the point that they are putting money on the table and are going to have to pay,” one licensing executive said. “If it’s a revenue share and we have a lot of opportunities coming, it is hard to differentiate between a good and bad partner. If a company comes to me with a new initiative, I will ask that they project the money they are going to make and guarantee us some.”

Equally important is making sure the magazine brand matches with the

event. *Men’s Health*, *Women’s Health* and *Runner’s World* events were first launched in the U.K. and Europe, serving as a proving ground for programs that could be brought into the U.S., says Rodale’s Robert Novick.

“They are very core to our brand because people really want to experience it in different ways,” says Novick. “These were very small ideas three or four years ago, but now they are getting bigger and we can diversity into other markets.”

The bottom line for the events is deepening the connection between the brand and its audience, important in attracting and keeping consumers in a time of mobile devices and multiple choices.

“Building these experiences, whether large-scale events or more intimate experiences, helps consumers understand how the brands can play a role in their everyday lives,” says Conde Nast’s Cathy Hoffman Glosser.

The move into expanding experiential efforts comes as magazines pub-

lishers pull back somewhat on once-broad consumer product plans in favor of smaller collections that test retail water before deciding whether to expand.

That wasn’t the case several years ago when Hearst launched an *Esquire* Home Collection of furniture, area rugs, accessories and light fixtures. There also was a *Country Living* line ranging from sheets to furniture at Sears and Kmart. But that broad approach across multiple categories has been tempered due both to tighter shelf space and a growing ecommerce business, the latter driven by the all-important millennial shoppers being more attuned to shop-

CONTINUED ON PAGE 7

## Aerosmith

Licensed By: Global Merchandising Services  
Licensed To/For: Legend Socks/socks (U.S.)

## Angry Birds

Licensed By: Rovio Entertainment  
Licensed to/For: Victory Tailgate/corn hole game (U.S.)

## Archer & Armstrong

Licensed By: Valiant Entertainment  
Licensed To/For: Hoopla Digital/digital app (U.S.)

## Bratz

Licensed by: MGA Entertainment  
Licensed To/For: SG Companies/footwear (U.S.)

## Bloodshot Reborn

Licensed By: Valiant Entertainment  
Licensed To/For: Hoopla Digital/digital app (U.S.)

## Colonial Williamsburg Foundation

Licensed By: Colonial Williamsburg Foundation  
Licensed To/For: Entryways/door-mats

## Cosmopolitan Magazine

Licensed By: Hearst Corp./IMG  
Licensed To/For: Ecell Global/phone, tablet cases

## Cottage Life

Licensed By: The Licensing Shop/Blue Ant Media  
Licensed To/For: Abbot of England/glassware, gardening accessories (Canada)  
Licensed To/For: Pearl and Daisy Natural Soap Company/soaps, body wash (Canada)  
Licensed To/For: Bebbington Industries/laundry detergent/liquid soap (Canada)  
Licensed To/For: Orange Crate Food Co./breakfast cereals, pancake mixes (Canada)  
Licensed To/For: Brunelli/HB Promotions  
Licensed To/For: Country Home Candle Co./candles (Canada)

## Danger Mouse

Licensed By: Freemantle Kid and Family Entertainment  
Licensed To/For: Wow Stuff/toys (UK)

## Doctor Seuss

Licensed By: Dr. Seuss Enterprises  
Licensed To/For: Petco/pet toys (U.S.)

## Dragon Ball

Licensed By: Toei Animation  
Licensed To/For: Santex Maden/teens apparel  
Licensed To/For: Nastrovje Potsdam/adult apparel  
Licensed To/For: Underground Toys (Europe)

## Garfield

Licensed By: Paws Inc.  
Licensed To/For: Deep Eyewear/eyewear (U.S.)  
Licensed To/For: AG Animasyon Organizaizasyon Ve Tantim Hizm/mall events (Turkey)  
Licensed To/For: Boss Creations International/kids meal program (U.S.)  
Licensed To/For: Cardex Europa Kft/greeting cards, gift wrap (Hungary, Romania)  
Licensed To/For: Cybird/digital content (Japan)  
Licensed To/For: Distribuibidora De Textiles Avantes S.A./t-shirts, sweatshirts (Mexico)  
Licensed To/For: Falabella SA/robes, slippers (Colombia)  
Licensed To/For: Five Mile Press/adult coloring books (U.K., Argentina, Australia)  
Licensed To/For: Hermes Press/Art of Garfield book (global)  
Licensed To/For: Loeb Utgevers/coloring and activity book (Belgium, Luxembourg, Netherlands)  
Licensed To/For: Marimo Craft Co./tote bags, key holder (Japan)

## Harley Quinn

Licensed By: Warner Bros. Consumer Products  
Licensed To/For: Dynomighty Inc./wristlet

## Grumpy Cat

Licensed By: Meme Management  
Licensed To/For: Random House/books (U.S.)

## Hateful Eight

Licensed By: Weinstein Co.  
Licensed To/For: National Entertainment Collectibles Association (NECA)/action figures

## Lego/Star Wars

Licensed By: Lego Systems  
Licensed To/For: SG Companies/children's sleepwear (U.S.)

## Little Charmers

Licensed By: Nelvana  
Licensed To/For: SG Companies/footwear, sleepwear (U.S.)

## Loudmouth

Licensed By: Loudmouth/The Brand Liaison  
Licensed To/For: Leg Resources/leggings, socks (U.S.)

## Manchester United

Licensed By: Manchester United  
Licensed To/For: Hereoes/footwear (global)

## Men's Health

Licensed By: Rodale Inc.  
Licensed To/For: Argos/Fitness equipment (Europe)  
Licensed To/For: Mann and Schroeder/men's grooming products  
Licensed To/For: Body Attack/protein

## Naomi Campbell

Licensed By: Naomi Campbell/Creative Artists Agency  
Licensed To/For: Yamamay Div. Planoforte Group/lingerie (U.S.)

## Naruto

Licensed By: Viz Media  
Licensed To/For: Funky Town/party supplies (U.S.)  
Licensed To/For: Infinifan Inc./watch (U.S.)  
Licensed To/For: Just Funky/cups, wall décor  
Licensed To/For: Scorpio Posters/posters  
Licensed To/For: Surreal Entertain-

ment/mugs, back pack clips  
Licensed To/For: Sony DADC/rGenerator/online store

## National Basketball Association

Licensed By: National Basketball Association  
Licensed To/For: Logo Brands/coolers, throws, fashion totes (U.S.)

## Original Penguin

Licensed By: Perry Ellis International  
Licensed To/For: Dayang Group/Black Line Clothing/suits, jackets (UK, Ireland, Europe)

## Secret Life of Pets

Licensed By: Universal Partnerships  
Licensed To/For: SG Companies/footwear (U.S.)

## 7UP

Licensed By: Dr. Pepper Snapple Group  
Licensed To/For: Anya Hindmarch/clutchbag (global)

## Shape Magazine

Licensed By: Meredith Corp.  
Licensed To/For: Apparel Bridge/apparel (U.S.)

## Shopkins

Licensed by: Moose Toys/Bulldog Licensing  
Licensed To/For: Kinnerton Confectionary Co./confectionary (UK)  
Licensed To/For: Finsbury Foods/celebration cakes (UK)  
Licensed To/For: Lightbody Ventures/biscuits (UK)  
Licensed By: Redan Publishing/magazines(UK)

## Star Trek

Licensed By: CBS Consumer Products  
Licensed To/For: Burlee Australia/boots (global)

## Technical Knockout

Licensed By: Technical Knockout  
Licensed To/For: Ambrosia Fashion Group/activewear and loungewear

CONTINUED ON PAGE 6

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## RECENT DEALS CONTINUED FROM PAGE 5

(U.S.)

books (UK)

### Teletubbies

Licensed By: DHX Media  
Licensed To/For: SG Companies/  
footwear (U.S.)

### Thomas Edison's Secret Lab

Licensed By: Genius Brands  
International  
Licensed To/For: FatRedCouch/  
mobile app (U.S.)

### Twirlywoos

Licensed By: DHX Brands  
Licensed To/For: DC Thomson/

### X-O Manowar

Licensed By: Valiant Entertainment  
Licensed To/For: Hoopla Digital/  
digital app (U.S.)

### Women's Health Magazine

Licensed By: Rodale Inc.  
Licensed To/For: Argos/fitness  
equipment (global)

### Yu-Gi-Oh

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CONTINUED ON PAGE 7



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# Magazines

**CONTINUED FROM PAGE 4**

ping with their mobile devices than entering a retail store.

"I think crawling, before walking and running, is more in keeping with today's marketplace in being smarter about the investment and return," says Hearst's Glen Ellen Brown.

With the changing retail landscape, it is "productive" to introduce a line in a "more controlled" manner that responds to consumer demand, says Brown. "Capsule collections are easier to understand and digest from style and

price point."

For newer magazine brands, or those new to licensing, the consumer products business may start online. Meredith Corp.'s *AllRecipes* got its start as an online business before being acquired and branching into licensed consumer products. Its first licensee, Clipper Corp., plans to sell *AllRecipes*-branded kitchen products online. *AllRecipes* also has started branded programs with the Instacart grocery and Chef'd meal delivery services.

Similarly, *Shape* licensee Apparel Bridge is introducing the brand's first apparel collection, a 62-piece array, through Kohl's online store and Dick's

Sporting Goods online site and five brick and mortar locations. The testing of sales via ecommerce, in some cases through licensor's online stores, is all part of collecting data that would support an expansion of the products into brick and mortar retail.

"Many of the buyers are looking at ecommerce as a proving ground," Newkirk says. "It's the nature of the beast because there is unlimited real estate online and a finite amount of space at retail. Buyers want to make sure they have an informed decision" before starting sales of a product at brick and mortar location.



## Shows, Conferences &amp; Meetings

**International Consumer Electronics Show**

1/6 - 1/9, 2016

Las Vegas Convention Center, Las Vegas, NV

[www.cesweb.org/](http://www.cesweb.org/)**Hong Kong International Licensing Show**

1/11 - 1/13

Hong Kong Convention and Exhibition Center Hong Kong, China

[www.hktdc.com/fair/hklicensing-show-en/HKTDc-Hong-Kong-International-Licensing-Show.html](http://www.hktdc.com/fair/hklicensing-show-en/HKTDc-Hong-Kong-International-Licensing-Show.html)**London Toy Fair**

1/24 - 1/26

Olympia Convention Center London, U.K.

[www.btha.co.uk/toy-fair](http://www.btha.co.uk/toy-fair)**Sports Licensing and Tailgate Show**

1/24 - 1/26

Las Vegas Convention Center, Las Vegas NV

[www.sportstailgateshow.com](http://www.sportstailgateshow.com)**Digital Entertainment World Expo**

2/9 - 2/11

Hyatt Regency Century Plaza, Los Angeles, CA

[www.dewexpo.com/](http://www.dewexpo.com/)**American Toy Fair**

2/13 - 2/16

Jacob K. Javits Center New York, NY

[www.toyfairny.com](http://www.toyfairny.com)**NEWS** CONTINUED FROM PAGE 3

Officer, shifts to Head Merchant for Food at Walmart U.S., replaced by John Furner, former Chief Merchandising Officer for Walmart China... Gavin Thomson, ex-Li & Fung, named **Character World** Sourcing Dir., new post.

**Macy's** will add Lenscrafter departments in up to 500 of its department stores, expanding a licensing agreement with Lenscrafter parent **Luxottica**. Luxottica has a separate pact with Macy's for the Sunglass Hut brand, which has 670 shop-in-shops, including four in the department store chain's flagship Herald Square location in New York. Under the agreements, Macy's gets a share of the revenue generated by the departments, making it a licensing deal rather than a lease. The first of the Lenscrafter locations will open in April and about 100 are expected to be in place by year-end 2016. **Best Buy** has a similar arrangement for 10 Macy's stores, the first of which are slated to open by year-end.

**Kohl's** will increase its entertainment and sports licensing business during the "next couple of years," Kohl's Kevin Mansell told analysts on a conference call. The chain made a "big bet" on Frozen last year that drove strong sales and is "making an even bigger bet" on Star Wars this season. Kohl's also boosted its investment in NFL-licensed apparel as it expanded the chain's assortment of women's and children's goods, says Wesley McDonald.

**SG Companies** will launch the first **Levi's** Dockers men's swimwear collection in several years in spring 2016, having secured a license for North America and Central and South America. SG has been a long-time Levi's licensee, having marketed branded slippers and flip-flops for 15 years and adding junior's denim bottoms this year. Meanwhile, SG opened a new New York showroom earlier this month.

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