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Brand Liaison Launches Art Division

Jun 02, 2014

Licensing agency The Brand Liaison has launched a new art licensing division in collaboration with Creatif Licensing.

The partnership is designed to develop expanded licensing opportunities for artists and brands represented by the two companies including In The Pink, Assaf Frank, idesign+co, Debra Valencia and Co-edikit.

"As traditional licensing becomes more and more competitive, agencies are looking for unique channels to bring products to market," says Steven Heller, president, The Brand Liaison. "For our clients, there are significant opportunities in the home goods, stationery and gift markets where Creatif has been a top licensing agency for over 30 years. This collaboration provides both agencies with the ability to expand our reach into new and unexplored areas."

The partners are also working on two additional initiatives. The first includes projects for TV personality and entertainment expert David Tutera in the home and gift categories, while the second will see the expansion of the international pop culture brand iGeneration/iStyle.

The Brand Liaison and Creatif Licensing will debut their new art and photography properties at Licensing Expo in Las Vegas, Nev., June 17-19.

THE B[®]AND LIAISON



ASSAF FRANK, CO-EDIKIT, CREATIF LICENSING, DAVID TUTERA, DEBRA VALENCIA, IDESIGN+CO, IGENERATION/STYLE, IN THE PINK, THE BRAND LIAISON

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