

LICENSING SOURCE BOOK EUROPE

SPRING 2017

Below: Tatty Teddy has been travelling around the country to celebrate his 21st anniversary.



Travelling Ted

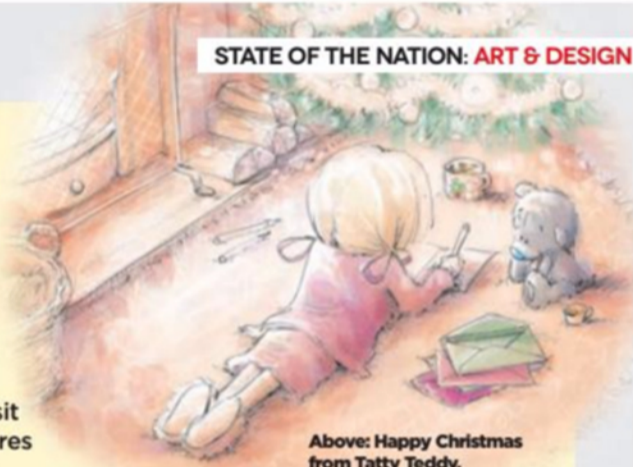
Tatty Teddy had a busy year celebrating his 21st anniversary, going on his travels to support the launch of the **Me to You** range on clothing and gifting in Matalan stores. As well as in-store promotions, online content, competitions and plush giveaways, Tatty Teddy travelled to Wales to visit one of Matalan's top performing stores at Merthyr Tydfil to meet and greet customers and pose for photos.

Tatty Teddy also visited the retailer's head office in Liverpool, where staff were treated to a preview of the new lines.

To top off a good year, Me to You encouraged everyone to make their loved ones' Christmas extra special this year by sending a Christmas card with their new Tatty Teddy animation. The animation's artwork was created by Me to You artist Steve Mort-Hill.

Below: Charlotte Reed receiving the 2016 License This! Award from Kelvyn Gardner.

STATE OF THE NATION: ART & DESIGN



Above: Happy Christmas from Tatty Teddy.

Serving Up A Deal

Designer **Debra Valencia** has penned a licensing deal with leading tabletop company **Certified International** for melamine dinnerware and serveware. The deal, created by **The Brand Liaison**, includes melamine plates, bowls, trays and platters, along with rights to add complimentary ceramic products. "We have known Debra Valencia and loved her artwork for a long time," commented Linda O'Donnell, Certified International's design director. "We are so excited to offer this beautiful new 'Boho' collection featuring some of her top designs." Initial products will hit stores in Spring 2017 with additional collections to follow.

Right: New Debra Valencia melamine plates.



A Thoughtful Winner

May The Thoughts Be With You was the worthy winner of the **2016 License This! Challenge** at Brand Licensing Europe.

Created by Charlotte Reed, **May The Thoughts Be With You** is a book of her own thoughts illustrated with cheerful, fun cartoon characters.

Chair of judges, Kelvyn Gardner, managing director of LIMA UK, said: "We felt that **May The Thoughts Be With You** demonstrated excellent potential and look forward to seeing the property brought back to market at BLE 2017."

Now in its seventh year, the challenge offers those with brand new unlicensed creative concepts the opportunity to break into the global licensing industry. **May The Thoughts Be With You** has won a fully furnished stand at BLE 2017, so the property can be brought back to market.



Well Drawn

Mary Engelbreit Studios has selected **The Brand Liaison** as licensing agent for the Mary Engelbreit brand and her extensive library of illustrations.

For over 40 years, Mary Engelbreit has been a leader in illustration and a pioneer in art licensing.

On the New York Times Children's Best Seller list three times, her work includes books, calendars and greeting cards.

Mary Engelbreit Studios will now seek to expand its licensing programme and collaborations.



By The Seaside

CPCoastal brand, known for its mix of modern, impressionist, and vintage coastal themed art, has signed a new licensing deal with **Check Advantage**.

Available for licensing, CPCoastal designs are beach-inspired with the purpose of connecting people to what they love about the coast. The company's mission is to create coastal art which brings the beach to any space via a variety of products including textiles, home décor, paper and stationery, tableware, technology, beach and boat lifestyle accessories.