



THE VAN GOGH MUSEUM APPOINTS WILDBRAIN CPLG FOR GLOBAL LICENSING REPRESENTATION

New strategic partnership will bring world-class art to fans around the world through diverse and aspirational products and collaborations



London & Amsterdam – 6 October 2025 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, has signed a new representation agreement with Amsterdam’s iconic Van Gogh Museum to spearhead a global (excluding Benelux) licensing programme for this prestigious cultural brand.

Beginning on 1 January 2026, the strategic licensing partnership will celebrate Vincent van Gogh’s extraordinary legacy, rich storytelling, and creativity— to inspire fans around the world with his masterpieces through diverse and aspirational products and collaborations. WildBrain CPLG’s programme will focus on key categories, including home and deco, stationery and paper goods, gift and novelty, apparel and accessories, with further opportunities across toys and games (excluding mobile games), puzzles, footwear, luggage and bags, health and beauty, collectibles, mobile accessories, electronics, and outdoor products.

Maarten Weck, EVP, Global Partnerships and Licensing at WildBrain, said: “The Van Gogh Museum is one of the world’s most prestigious cultural brands, and we’re proud to bring our expertise in premium brand extension to grow its global reach. Through aspirational products and collaborations, we will celebrate Van Gogh’s world-class art and lifestory while delivering strong commercial value for our partners and retailers. Today’s consumers want more than products—they want culture, storytelling, and purpose. Van Gogh’s art offers instant recognition, evokes deep emotional resonance, and reflects authenticity and creativity —making it a compelling foundation for licensing across diverse categories.”



Rob Groot, Managing Director of the Van Gogh Museum, said: “We are delighted with the new representation of WildBrain CPLG for Van Gogh Museum. This marks an exciting step forward in our licensing activities and in sharing our inspiring art and story with the world and reaching new audiences. We have full confidence in WildBrain CPLG as our representative, and we look forward to working closely together to create meaningful impact.”



The Van Gogh Museum was established through a unique agreement between Vincent van Gogh’s heirs and the Dutch state, ensuring the preservation and public accessibility of the world’s largest collection of Van Gogh’s artworks. The museum houses more than 200 paintings, 500 drawings, and nearly all of Van Gogh’s letters, including such masterpieces as “Sunflowers”, “Almond Blossom”, and “The Potato Eaters”.

WildBrain CPLG’s Corporate and Lifestyle portfolio includes distinguished colleges: Yale, Harvard, USC, Cambridge and Columbia; the world’s leading soy sauce brand, Kikkoman; Perfetti Van Melle’s iconic Chupa Chups and Mentos; premium lifestyle brand, Peugeot, and many more.

To learn more about licensing opportunities for the Van Gogh Museum, visit the WildBrain CPLG team at Brand Licensing Europe (7-9 October) at stand B171 and the Van Gogh Museum at stand B250.



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About WildBrain CPLG

WildBrain CPLG is a trusted licensing partner for leading brands worldwide, offering 50 years of expertise building consumer products and location-based entertainment programmes across the entertainment, sport, corporate and lifestyle sectors. With over 20 offices serving the UK, Europe, India, the Middle East, China, Asia Pacific and the US, WildBrain CPLG combines the strength of global reach with expertise in local markets to achieve the best results for partners. Our passionate teams consistently challenge themselves to explore new and innovative ideas and opportunities in partnerships, activations, creative and business processes to celebrate and build brands. At WildBrain CPLG, we believe that collaboration is about clarity, openness and trust, and we are widely known for our no-nonsense, straightforward approach. Our ASPIRE division offers expert Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com

About The Van Gogh Museum

The Van Gogh Museum in Amsterdam houses the world's largest collection of Van Gogh's art with over 200 paintings, close to 500 drawings and more than 700 letters. Vincent van Gogh's work takes visitors on a journey through his life and shows the ideas and ambition behind his art. The museum welcomes visitors from all over the world and reaches millions through social media and its website. The Van Gogh Museum develops various products and services inspired by the life and work of Vincent van Gogh. It is our mission to inspire diverse audiences by the life and work of Vincent van Gogh. Which is why products in the web shop and collaborations with different partners tell Vincent van Gogh's story. All products and services are being developed with Vincent van Gogh's heritage in mind and all profits contribute to maintaining the Van Gogh Museum's activities. www.vangoghmuseum.com