



WILDBRAIN CELEBRATES FESTIVE NEW DEALS WITH DR. SEUSS' *HOW THE GRINCH STOLE CHRISTMAS!* ACROSS THE UK AND EUROPE

Collaboration with adidas renewed with three brand new Grinch shoe designs joining the collection plus two junior versions, following the huge success of last year's launch

Primark rolling out its largest ever Grinch collection globally

London, UK – 5 December 2023 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, is turning the high street green this festive season with an extensive range of deals for Dr. Seuss Enterprise's beloved *How the Grinch Stole Christmas!*, delivering even more ways for consumers across the UK and Europe to engage with the iconic holiday brand.

Fans of last year's sell-out adidas Originals x The Grinch Forum Low shoe collaboration will be delighted that it returns this season with an expanded range. A new Grinch shoe (plus junior version) will be available globally at adidas stores and online. Two additional Grinch-inspired designs featuring *How the Grinch Stole Christmas!* characters Max and Cindy Lou will be released exclusively into Footlocker stores this December worldwide, alongside a junior version of the Max design and apparel including t-shirts and a hoodie featuring the much-loved Grinch characters, available worldwide.

Primark also launched its largest *How the Grinch Stole Christmas!* range ever extending into stores globally for the first time. The retailer's expansive collection spans family pajamas, snuddies, Christmas jumpers, gifting sets, health and beauty, tree decorations, pet accessories plus confectionery from licensees including Brand Alliance, Brand International, Fashion UK, H&A, Modern Gourmet Foods, Fizz Creations, Roy Lowe and Character World. Over 100 skus have now launched into stores globally. In a deal secured by WildBrain CPLG, Primark stores in Manchester, Edinburgh and Birmingham in the UK also featured Grinch-themed café activations, with a menu featuring festive food for fans to enjoy.

Farther afield, new Grinch licensees on board for Germany include: Sockswear for a *How the Grinch Stole Christmas!* socks advent calendar range for kids and women, United Labels for apparel, accessories and home items, plus Tex-Ass for slippers launching this month.

In Italy, Sabor srl is set to launch branded apparel and accessories this year in its first ever deal for *How the Grinch Stole Christmas!*, with items going into Calliope and Terranova shops, while major Italian retail chain Yamamay will also feature a collection of Grinch pajamas and socks for men, women and kids in its 487 stores.



John Taylor, VP Northern Europe at WildBrain CPLG, said: “Our long-standing relationship with Dr. Seuss Enterprises continues to delight Grinch fans, with retail partners and licensees across the UK and Europe looking to tap into this well-loved family-favourite IP. Seasonal licensing opportunities are becoming a staple of the calendar, with retailers coming on board in a significant way. With these new deals building on an already considerable presence for the brand, 2023 looks to be an even bigger and greener celebration. Happy Grinchmas!”

More Grinch renewals and extensions

WildBrain CPLG has also signed numerous other renewal agreements underscoring the success of the *How the Grinch Stole Christmas!* licensing programme with consumers. H&M has followed its 2022 collection with an extended range of apparel and accessories, plus the addition of new categories including beauty. Licensee LPP has also renewed their deal which now includes expanded categories—homeware, health and beauty—launching into retailers including Sinsay, House, Cropp and Reserved in their stores across Europe from November.

The UK is also going to see another bumper ‘Grinchmas’ with a renewed presence across multiple partners. Brigit’s Bakery’s *How the Grinch Stole Christmas!* afternoon tea bus in London is available for extended dates from November until January, following the huge success of last years’ activation in December 2022, which sold out within a week.

Long-standing partners returning with products launching into multiple UK retailers this winter include Brand Alliance and Park Agencies for adult apparel, H&A for health and beauty products, Crème Dor for confectionery, plus Dreamtex for homeware.

Additional licensees who have renewed their partnerships this year for the UK include Cribstar for baby sleepwear, Fashion UK for kids’ apparel, TJ Morris for apparel, home, gifting and confectionery, and RMS for toys and games. Fizz Creations have also returned with a gifting range, Solent Brands have launched a reusable bag collection, with Cooneen & Misirli returning to the market with Grinch-themed nightwear. Blues have also re-launched their highly successful range of baby apparel, alongside Rubber Road with a gifting collection and plush from Aurora.

Inditex is also rolling out products across Europe this year including family pajama sets in Lefties in Spain and Portugal, kids apparel online in Zara, and a wide range landing in Bershka globally including adult tees, sweaters, accessories, tote bags, headbands and jewellery. Publishing retailer Thalia has also launched an extended range with new designs for their gifting collection in stores across Europe.

For more information, please contact:



Aimée Norman at The DDA Group

aimee.norman@ddapr.com

+44 (0) 7957 564 050

About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. The agency's ASPIRE division is a leader in 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 Dr. Seuss Enterprises, L.P.

Founded in 1993, Dr. Seuss Enterprises is a leading global children's entertainment and licensing company focused on promoting literacy, education, self-confidence and the wonderful possibilities of a child's imagination through the beloved works of Dr. Seuss. All Dr. Seuss Enterprises' profits benefit charitable organizations that focus on causes such as education, health, animal conservation, and the arts. For more information visit DrSeussEnterprises.com or follow us on [Instagram](#).

About adidas Originals

Inspired by the rich sporting heritage of adidas - one of the world's leading sports brands and a global designer and developer of athletic footwear and apparel - adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand's legacy through its commitment to product innovation and its ability to filter the creativity and courage found on the courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.