

Fashion Label Fyodor Golan Launches Felix the Cat Collection

London, Wednesday 14th June 2017: In a deal brokered by CPLG, London-based fashion label Fyodor Golan is collaborating with Universal Brand Development to launch a Felix the Cat apparel range as part of their SS18 Resort Collection.

The collection launches as part of The Hoxton Collective, a designer showroom featuring ready-to-wear pre-collections from a select group of womenswear designers. The event, run by the British Fashion Council, follows directly after London Fashion Week Men's and supports and promotes British designers selling pre-collections.

The capsule collection features both women and unisex pieces and includes outerwear with leather patch-working, printed dresses, woven separates and a handmade fully crystallised top, all featuring the iconic black and white cat cleverly interwoven with Fyodor Golan's signature bold and playful prints.

Fyodor Podgorny and Golan Frydman, the designers behind the label, have gained global attention in recent years after winning the Fashion Fringe Award in 2011 and Best Young Womenswear Talent at the Premium Design Award in 2015. Fyodor Golan show seasonally at London Fashion Week and have become known for their exciting, consumer facing global pop-up events launched in the likes of Selfridges London, Luisa Via Roma in Florence and I.T in China and Hong Kong.

Felix the Cat made his big screen debut in 1919 and went on to have his own cartoon strip and cartoon series. He was also the first-ever image to be transmitted across the television airways in 1928 and became a TV and technology pioneer and a true pop icon.

Fyodor and Golan said: "Felix the Cat has such a distinctively iconic look that we couldn't wait to get our hands on him. His iconic black and white image was a new kind of challenge for us, mixing him into our psychedelic world. Felix is truly timeless and one of the most recognized cartoon characters in film history. We had a lot of fun discovering ways to have Felix the Cat popping-out of our clothing. The result is a futuristic view on a nostalgic image. "

Libby Grant, Global Business Development Director, Brands at CPLG, added: "We are delighted to be working with Fyodor Golan, who are such highly regarded, innovative and forward-thinking designers and have truly put their own unique spin on the iconic Felix the Cat. This collaboration further strengthens our plans and development of the Felix the Cat licensing programme across EMEA and North America, and we look forward to the launch in high profile fashion retailers later this year."

Following the showcase at The Hoxton Collective, the collection will be featured at Fyodor Golan's Paris showroom before launching at select department stores and boutiques worldwide from November 2017.

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About Fyodor Golan

FYODOR GOLAN is a London based label with distinctive visual language.

Both coming from Fine Art backgrounds the designers infuse expressive approach with clean geometrical silhouettes and sportswear aesthetics into modern luxury womenswear. Manipulating materials through new technology brings to life distinctive textiles and 3D embroideries.

Fyodor studied at Royal Academy of Fine Arts Antwerp and Golan Graduated from Istituto Marangoni London. Their combined experience in the industry includes Alexander McQueen, Issey Miyake, Richard Nicol and Raf Simons. The label's second season won Fashion Fringe award and in 2012 was the youngest label to be the focus of the V&A's "Fashion in Motion" exhibit. In 2015 Awarded Best New E-Store at Decoded Fashion Futures Awards.

FYODOR GOLAN collections encompass a wardrobe for today's global modern & iconic women. A seductive, fragile and fearless woman.

About Universal Brand Development

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products, Games and Digital Platforms, and Live Entertainment based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA).

About CPLG

CPLG (www.cplg.com) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media (www.dhxmedia.com) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

About DHX Media Ltd.

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally for such high-profile properties as *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*,

Inspector Gadget, and the acclaimed *Degrassi* franchise. The Company is a leading producer of children's shows and owns the world's largest independent library of children's content, at more than 12,500 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its robust global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has 17 offices worldwide. On May 10, 2017, DHX Media announced it had signed definitive agreements to acquire 80% of the famed Peanuts brand and 100% of the Strawberry Shortcake brand, which transactions are expected to close on or around June 30, 2017. Visit us at www.dhxmedia.com.