



WILDBRAIN CPLG TO REPRESENT PEUGEOT BRAND GLOBALLY IN SELECTED LIFESTYLE CATEGORIES

London, UK – 19 November 2024 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, has been appointed by ETABLISSEMENTS PEUGEOT FRÈRES and its subsidiary PEUGEOT FRÈRES INDUSTRIE to represent the PEUGEOT brand globally across selected lifestyle categories including home and garden, electricals, sports equipment, toys and infant products.

Rooted in the 210 years of history as a multi-trades PEUGEOT brand and currently active in home and family equipment including kitchenware, DIY, sports accessories, outdoor furniture, luggage and more, PEUGEOT FRÈRES INDUSTRIE continues to expand the PEUGEOT brand in various categories with high standards, elegant and ingenious products that facilitate everyday life. WildBrain CPLG will explore strategic licensing opportunities to continue to extend the brand, through its Corporate & Lifestyle brand representation and management team, ASPIRE.

Meike de Vaere, SVP Partnerships and Business Development, WildBrain CPLG, said: “We see significant opportunities to bring premium partners onboard building on PEUGEOT’s position in lifestyle products, both in European territories as well as new markets.”

Thibault Martin-Dondoz, CEO, PEUGEOT FRÈRES INDUSTRIE, said: “We are happy to partner with WildBrain CPLG’s seasoned team for this ambitious programme to push forward our selective licensing activity internationally”.



For more information, please contact:

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About PEUGEOT FRÈRES INDUSTRIE

PEUGEOT FRÈRES INDUSTRIE is a 100% subsidiary of ETABLISSEMENTS PEUGEOT FRERES and leads the development of the PEUGEOT brand in various sectors. With an entrepreneurial and responsible spirit and through its industrial subsidiaries, licensees and projects PEUGEOT FRÈRES INDUSTRIE promotes a collection of ingenious products and brands that facilitate family life such as kitchenware, tooling, sports accessories, outdoor furniture.



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.