

## AMAZON MGM STUDIOS CONSUMER PRODUCTS EXPANDS LICENSING PROGRAMME FOR HIT SERIES *WEDNESDAY* IN COLLABORATION WITH WILDBRAIN CPLG

**With a new season on its way, *Wednesday* sees more cross-category partners come on board across UK and EMEA, including homewares, apparel & accessories, and health & beauty**

CULVER CITY AND LONDON, UK – September 25, 2024 - Amazon MGM Studios Consumer Products continues to offer fans new ways to celebrate the weird and woeful world of *Wednesday* with an extensive line up of consumer products secured in collaboration with WildBrain CPLG, a trusted licensing partner for leading brands worldwide. *Wednesday*, which is produced by MGM Television, a division of Amazon MGM Studios, and debuted November 2022 on Netflix, launched at number one in 83 countries. In 2023, the series was crowned Netflix's most watched English-language series of all time, and its fandom continues to grow with a second season of the smash-hit series announced.



New collaborations for *Wednesday*, signed by WildBrain CPLG on behalf of Amazon MGM Studios, include a worldwide deal with United Colors of Benetton for an extensive apparel line launching in Autumn 2024.

In Europe, DEICHMANN has come on board for an adults and kids shoe line for UK and EMEA. In the GAS region, bilou is launching a line of health & beauty products including *eau de parfum*, deodorant and hand cream, while nail beauty brand Maniko is unveiling a special collection of UV-Gel strips for *Wednesday*-themed nails. In Spain and France, Sun City will launch a line of apparel. In Italy, Sammontana served up delicious *Wednesday* themed ice cream this summer, while Cerealitalia is

set to launch confectionery for Christmas, and Bauli will roll out a second collection of *Wednesday* Easter eggs in 2025, after the success of their first collection that was released earlier this year.

In the UK and Ireland, Imperial Candles has launched a unique limited-edition *Wednesday* collection featuring exclusive, collectible enamel pins and jewelry, which are revealed as the deliciously scented candles burn. Further UK cross-category licensees include Danilo for greeting cards, Kimm & Miller for food gifting, Rubies for expanded ranges in dress up, Pyramid International for gifting, Blue Sky for

stationery, Character World for bedding, Corsair Toiletries Limited for health & beauty, and Wow Stuff for toys. An extensive UK mass market retail launch for apparel will see *Wednesday* in stores nationwide, as well as on Amazon.com and other retailers this month through fashion collections with Brand Alliance, Misirli, and Fashion UK.

"The overwhelming success of *Wednesday* has shown us the importance for building a strong consumer products program that can truly drive fan engagement around this series. As the show continues to captivate audiences worldwide, we're thrilled to be expanding our licensing program, with the help of our dedicated team at WildBrain CPLG across key categories like apparel, home goods, health and beauty, and more. By offering fans innovative and exciting new ways to experience the weird and wonderful world of *Wednesday*, we're able to deepen their connection to the series and the characters they love. The power of consumer products to build and sustain fandom is undeniable, and we're just getting started in unlocking *Wednesday's* full merchandising potential," says Jamie Kampel, head of Amazon MGM Studios Consumer Products and Interactive Licensing.

Pau Pascual, VP Southern Europe, MENA and South Asia for WildBrain CPLG, adds, "Wednesday is such a distinctive brand with huge scope for licensing, and as anticipation grows for the second season, we're seeing significant excitement building amongst licensees and retailers in these territories. The new collaborations across multiple categories really are as unique as Wednesday herself!"

*Wednesday* follows Wednesday Addams' misadventures as a student at Nevermore Academy, a unique boarding school nestled in deepest New England. This series marks the first-time fans get to see the character of Wednesday not only in a new boarding school environment, but also as a teenager. Wednesday attempts to master her emerging psychic ability, thwart a monstrous killing spree that has terrorized the local town and solve the supernatural mystery that embroiled her parents 25 years ago—all while navigating her new and very tangled relationships at Nevermore.

WildBrain CPLG also handles licensing rights for the original *The Addams Family* brand on behalf of Amazon MGM Studios in Europe, the UK, India and the Middle East. The original brand continues to be highly popular amongst audiences, amplified by the smash-hit success of *Wednesday*.

Visit WildBrain CPLG at stand B171 during Brand Licensing Europe to learn more about exciting licensing opportunities for *Wednesday* and the original *The Addams Family*.

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## **About Amazon MGM Studios**

Amazon MGM Studios is a leading entertainment company focused on creating, producing, and distributing Original films and television series for a global audience in more than 240 countries and territories. A diverse home for talent, Amazon MGM Studios also produces and acquires Original movies for theatrical release and exclusively for Prime Video, in addition producing Original content for Freevee, Amazon's premium free streaming service, the premium commercial free pay television network MGM+ U.S., and MGM+ International, an on-demand service available in 25 countries across Europe, Australia, Asia, Latin America, and Canada.

## **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](http://www.cplg.com).

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