



PEANUTS' LICENSING PROGRAMME EXPANDS IN THE UK, EMEA & INDIA

New cross-category partners signed by WildBrain CPLG include Anya Hindmarch, Steiff, Faguo and more as Peanuts heads towards its 75th anniversary year

London, UK – 10 September 2024 – Peanuts Worldwide is expanding the licensing programme for the iconic Peanuts brand in the UK, EMEA and India with new cross-category partners in collaboration with WildBrain CPLG, a trusted licensing partner for leading brands worldwide. New licensees include Anya Hindmarch, Steiff, Faguo, Raeburn, Kaparda and more ahead of the Peanuts 75th anniversary in 2025. WildBrain CPLG represents Peanuts in the UK, EMEA, India and APAC on behalf of Peanuts Worldwide.



With a second season of the hit series *Camp Snoopy*, produced by Peanuts and WildBrain, recently announced by Apple TV+ and a new animated feature film greenlit, as well as multiple award nominations for the latest family special, *Welcome Home, Franklin*, Peanuts is more popular than ever, reaching generations of fans young and young at heart.

Tara Botwick, Senior Director International Territory Management, EMEA, Peanuts Worldwide, said: “We’ve got some terrific activations and collaborations in the works to help fans celebrate the 75th milestone in 2025. It’s shaping up to be an incredible year for Peanuts with so many great licensing partners already on board. We’re focused on further growing Peanuts beyond apparel as a lifestyle brand, and momentum is building with standout products from accessories and stationery to puzzles and premium plush.”



Meike de Vaere, VP Partnerships and Business Development, WildBrain CPLG, said: “The much-loved Peanuts brand is a firm favourite with licensees in UK, Europe and India. Apparel continues to thrive, and we’re also seeing some hugely creative cross-category lines, including the recent Anya Hindmarch and Peanuts stationery collaboration with its inspired pop-up execution at retail. Excitement for Peanuts in the UK, Europe and beyond is growing as we look forward to the 75th milestone next year.”

Famed designer Anya Hindmarch has created a unique stationery pop-up shop in London in collaboration with Peanuts, featuring a bespoke yellow school-bus storefront. Launched in time for the back-to-school season, the pop-up features Charlie Brown’s classroom, complete with chalkboard, colourful vintage school desks and pigeonholes, all piled high with the Peanuts X Anya Hindmarch capsule collection including leather document holders, playful leather pencil cases, pouches, laptop sleeves, rulers, keyrings and totes.

London-based Raeburn has released a Peanuts capsule collection for men made from 100% recycled cotton as well as an enamel pin featuring Snoopy with the Raeburn Recycled Pilots Parachute. The same design features in a further collaboration between Raeburn, Peanuts and luxury watch brand Bamford London with a strap made from recycled Raeburn parachute material and packaged in a recycled wooden doghouse box.

WildBrain CPLG has also signed several global deals including premium plush partner Steiff who has launched a high-end collectable set featuring Charlie Brown and Snoopy to kick off the 75th anniversary, a limited-edition Snoopy Beagle Scout plush and a Snoopy ‘Friends’ plush with more to come in early 2025.

Zara Home is on board for a new Peanuts collection themed around pizza and cooking launching globally in October, and an additional Zara girls’ apparel launch in autumn builds on the successful long-standing fashion partnership between Peanuts and the retailer. Pull & Bear and Lefties are also set to release a range of women’s, kids’ and men’s clothing worldwide.

In Italy, Original Marines will release a baby range for 3 -36-month-old boys, and a Halloween kids’ apparel range will be available at United Colors of Benetton in October.

A further collaboration with Kaparda in France is set to launch in October featuring high-end mens’ apparel while Faguo has launched a capsule collection of seven pieces for men including a pair of trainers. The range, featuring Snoopy carrying a baguette while wearing a beret, saw the cap, socks and t-shirt quickly selling out in stores. French jeweller, Titlee, is releasing a monthly Snoopy pin, as well as a range of Peanuts earrings, necklaces and bracelets.

In India, new apparel ranges for all ages are launching across multiple retailers online and in-stores including Lifestyle, Max, The Souled Store and Pantaloons and online with Redwolf and Bewakoof.

Happiness is...75 Years



In 1950, Charlie Brown, Snoopy, and the rest of the Peanuts gang were first introduced to the world. In the 75 years since, Peanuts has become a global phenomenon, encompassing award-winning animated content, stage shows and live experiences, high profile collaborations, and retail programs around the world. Artists, musicians, philosophers, and fans have been inspired by Charles Schulz' creation for over seven decades and there is no end in sight for this beloved cast of characters who speak so beautifully and simply to the human experience.

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ABOUT PEANUTS WORLDWIDE

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.

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.