

STATE OF THE NATION: CORPORATE

It's a New Year and the licensing industry is already off to a strong start, with numerous deals, licensee signings, collaborations and launches being revealed. LSB takes a look at some of the corporate news.

CHIC&LOVE

Made with Crystals from Swarovski®

Business matters

Chic & Love UK bound

New fashion and accessories brand **Chic & Love** is heading to the UK, with **Licensing Link Europe** on board to manage the property.

The agency will handle the UK licensing on behalf of the brand licensor, **Consumer Product Connection** of Spain.

The Chic & Love brand focuses on 'affordable luxury' and incorporates Swarovski crystals into many of its collections.

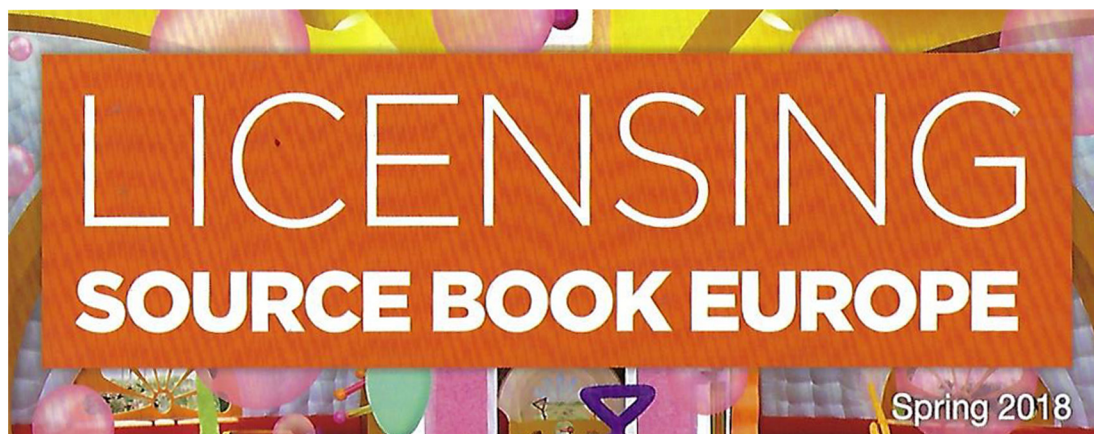
The first product launch has been a pan-European deal with **Miquel Rius**, with the range including notebooks, wallets, backpacks, toiletry bags, pencil cases and mugs.

Other categories under consideration or in development are health and beauty, greeting cards, smartphone covers, mugs, scented candles, watches, jewellery, apparel, lingerie, footwear, umbrellas, tech accessories, decorations, bed linen, handbags and suitcases.

Inset: Chic & Love incorporates Swarovski crystals into many of its collections.
Below: A wide variety of product is available on the Cartoon Network By Me site.

Licensing Source Book Europe Magazine
Print & Online
Spring 2018
Circ: 20,000





INDUSTRY FEEDBACK

It's a New Year and the UK licensing business is faced with a clean slate for the upcoming 12 months ahead. LSB asked some industry faces to share their highlights for 2018, on both a professional and personal level - from new movie launches and tackling fresh business sectors, to cycling and running challenges and even taking up golf.



The high life

Ian Wickham, director, Licensing Link Europe

"For the team at Licensing Link Europe, 2018 is panning out to be a very exciting year indeed. From the get go in January, we'll have **UK Toy Fair** where **Click Distribution** will be presenting their fantastic **Molang** range for the first time in the UK, plus **TOMY** will be further adding to their Molang plush and collectables ranges.

Blueprint and our apparel partners will then be launching product at retail across the year before we hit BLE, where the plan is to build on the success of 2017 with a bigger, better stand presence at the show. How do we follow that? With a global launch of **Robot Wars** toys from **Innovation First** to cap the year off. Something to look forward to from start to finish."



Right: Ian has high hopes for the new ranges for Molang which are launching throughout 2018.

Licensing Source Book Europe
Magazine
Print & Online
Spring 2018
Circ: 20,000



TOTAL LICENSING

Winter 2018

NEWS

CHIC & LOVE LICENSED

Licensing Link Europe has been appointed to manage UK licensing on behalf of brand licensor Consumer Product Connection of Spain for the new fashion and accessories brand Chic & Love.

Focusing on affordable luxury, the Chic & Love brand combines street style with an avant-garde look: glamorous and slightly off-the-wall, but functional and practical; sexy and attractive whilst modern and comfortable. In addition, thanks to an alliance with one of the world's most famous luxury

brands Chic & Love will incorporate Swarovski crystals into many of its collections, a differentiating element for Chic & Love products that will underline the affordable luxury message inherent in the brand and its style.

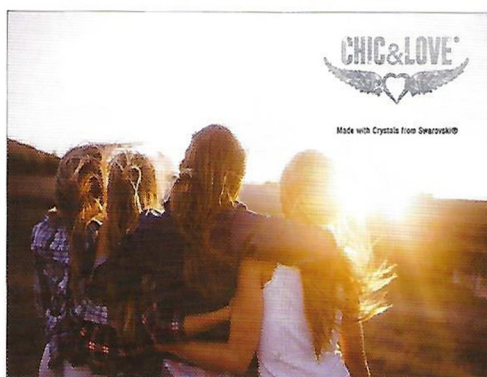
Licensing is core to the brand. In addition to the sale of Chic & Love products in the brand's online store, it is licensed to a number of manufacturers and distributors worldwide. It now has a presence in more than 12 countries including the UK.

Chic & Love launched in Spain in June 2017 with a presence in some of Europe's biggest retail names, including El Corte Ingles, Carlin and FNAC. The first product launch has been a pan-European deal with Miquel Rius, a pioneer in the manufacture of functional and designer stationery for

both students and professionals. The Miquel Rius range includes notebooks, wallets, backpacks, toiletry bags, pencil cases and mugs.

Under consideration or in development are license agreements in such categories as health and beauty, greeting cards, smartphone covers, mugs, scented candles, watches, jewellery, apparel, lingerie, footwear, umbrellas, tech accessories, decorations, bed linen, handbags and suitcases – all leveraging the Chic & Love brand values of affordable luxury. The link with Swarovski will be a strong feature in almost all licensed output.

Chris Today, of Licensing Link Europe, said, "The combination of luxury and affordability with the unbeatable differentiating feature of a connection with Swarovski makes this a brand that stands out in a competitive youth market. We're delighted and thrilled that Consumer Product Connection has asked us to introduce Chic & Love to the UK, where I am sure this brand will be enormously successful."



Total Licensing Magazine
Print & Online
Winter 2018
Circ: 85,000



My 2018 highlights: Ian Wickham



LicensingSource.net
Online Daily
20 February 2018
Circ: 10,000

Licensing Link Europe's director on his high hopes for the new Molang ranges hitting retail.

It's mid-February, and the licensing industry has already collectively visited Hong Kong, London, Nuremberg, Birmingham and New York for the first run of industry trade shows in 2018.

But what else will the upcoming months hold?

We asked some industry faces to share their highlights for 2018, on both a professional and personal level – from new movie launches and tackling fresh business sectors, to cycling and running challenges and even taking up golf.

Today: Ian Wickham, director, Licensing Link Europe

"For the team at Licensing Link Europe, 2018 is panning out to be a very exciting year indeed.

From the get go in January, we had **UK Toy Fair** where **Click Distribution** presented their fantastic **Molang** range for the first time in the UK, plus **TOMY** has further added to their Molang plush and collectables ranges.

Blueprint and our apparel partners will then be launching product at retail across the year before we hit **BLE**, where the plan is to build on the success of 2017 with a bigger, better stand presence at the show.

How do we follow that? With a global launch of **Robot Wars** toys from **Innovation First** to cap the year off. Something to look forward to from start to finish."

This feature originally appeared in the spring 2018 edition of Licensing Source Book.





Independently audited
ABC circulation of 7,090
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licensing news



Licensing Link Europe wins Chic & Love deal

The brand extension and strategy agency has been appointed to manage UK licensing on behalf of brand licensor Consumer Product Connection of Spain for fashion and accessories brand Chic & Love.

Focusing on affordable luxury, the brand combines street style with an avant-garde look: glamorous and slightly off-the-wall, but functional and practical; sexy and attractive whilst modern and comfortable.

Licensing is core to the brand. In addition to the sale of Chic & Love products in the brand's online store, it is licensed to many trusted manufacturers and distributors worldwide. It now has a presence in more than 12 countries including the UK. Already under consideration or in development are licence agreements in such categories as health and beauty, greeting cards, smartphone covers, mugs, scented candles, watches and jewellery – all leveraging the Chic & Love brand values of affordable luxury that is both casual and bang on trend. The brand's link with Swarovski will be a strong feature in almost all licensed output.

Chris Today, Director of Licensing Link Europe said: 'The combination of luxury and affordability with the unbeatable differentiating feature of a strong connection with Swarovski makes this a brand that stands out in a competitive youth market.'

Gifts Today Magazine
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February 2018
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E-NEWS

LICENSING LINK EUROPE APPOINTED TO MANAGE UK LICENSING FOR CHIC & LOVE



Licensing Magazine
BM E-News
Online Weekly
9 January 2018
Circ: 30,000

Global strategy in play for fashion and accessories brand to deliver affordable luxury.

Brand extension and strategy agency **Licensing Link Europe** has been appointed to manage UK licensing on behalf of brand licensor **Consumer Product Connection of Spain** for the amazing new fashion and accessories brand **Chic & Love**.

Focusing on affordable luxury, the **Chic & Love** brand combines street style with an avant-garde look: glamorous and slightly off-the-wall, but functional and practical; sexy and attractive whilst modern and comfortable. And that's not all. Thanks to an alliance with one of the world's most famous luxury brands Chic & Love will incorporate Swarovski® crystals into many of its collections, a differentiating element for **Chic & Love** products that will underline the affordable luxury message inherent in the brand and its style.

Licensing is core to the brand. In addition to the sale of **Chic & Love** products in the brand's online store, it is licensed to many trusted manufacturers and distributors worldwide. It now has a presence in more than 12 countries including the UK.

Chic & Love launched in Spain in June 2017 with a presence in some of Europe's biggest retail names, including El Corte Ingles, Carlin and FNAC. The first product launch has been a pan-European deal with Miquel Rius, a pioneer in the manufacture of functional and designer stationery for both students and professionals. The Miquel Rius range includes notebooks, wallets, backpacks, toiletry bags, pencil cases and mugs.





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E-NEWS

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However, this stylish and original brand lends itself to many other categories. Already under consideration or in development are licence agreements in such categories as health and beauty, greeting cards, smartphone covers, mugs, scented candles, watches, jewellery, apparel, lingerie, footwear, umbrellas, tech accessories, decorations, bed linen, handbags and suitcases – all leveraging the **Chic & Love** brand values of affordable luxury that is both casual and bang on trend. The link with Swarovski® will be a strong feature in almost all licensed output.

Online sales will be a strong retail channel for the brand, reflecting the lifestyle and interests of its main target audience of teen and young adult women through relevant, lifestyle-related content. The brand already has a strong media presence through Instagram, Facebook, Twitter and its own site.

Julien Barbier, MD, Consumer Product Connection, Master Agent for the brand, says: *“Licensing Link Europe has already clearly demonstrated its deep understanding of the UK market and insight into licensing strategy across diverse brands. Its professionalism, expertise and reach make it the right agency for this highly original and appealing brand in this very important market.”*

Chris Taday, Director of Licensing Link Europe, adds: *“The combination of luxury and affordability with the unbeatable differentiating feature of a strong connection with Swarovski makes this a brand that stands out in a competitive youth market. We’re both delighted and thrilled that Consumer Product Connection has asked us to introduce Chic & Love to the UK, where I am sure this brand will be enormously successful.”*

Licensing Magazine
BM E-News
Online Weekly
9 January 2018
Circ: 30,000





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LICENSING LINK EUROPE GESTIRÀ LE LICENZE “CHIC & LOVE” NEL REGNO UNITO



Licensing Magazine
BM E-News
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9 January 2018
Circ: 30,000

Il marchio di moda e accessori metterà in atto una strategia globale per offrire un lusso accessibile a tutti.

L'agenzia **Licensing Link Europe** ha ricevuto l'incarico di gestire le licenze nel Regno Unito per conto del licenziatario **Consumer Product Connection** in Spagna per il nuovo straordinario brand di moda e accessori **Chic & Love**.

Con un focus sul lusso accessibile, il marchio **Chic & Love** combina lo street style con un look d'avanguardia: glamour e un po' sopra le righe, ma funzionale e pratico; sexy e attraente e insieme moderno e confortevole. E non è tutto. Grazie ad un accordo con uno dei marchi di lusso più famosi al mondo, Chic & Love incorporerà i cristalli Swarovski® in molte delle sue collezioni, un elemento di differenziazione per i prodotti **Chic & Love** che sottolineerà il messaggio di lusso accessibile inerente al marchio e al suo stile.

L'attività di licensing è fondamentale per il marchio. Oltre alla vendita di prodotti **Chic & Love** nello store online del marchio, è concesso in licenza a molti produttori e distributori di fiducia in tutto il mondo. Ora è presente in più di 12 paesi, incluso il Regno Unito.

Chic & Love è stato lanciato in Spagna nel giugno del 2017 con una presenza in alcuni dei più importanti negozi in Europa, tra cui El Corte Ingles, Carlin e FNAC. Il primo lancio del prodotto è stato un accordo paneuropeo con Miquel Rius, un pioniere nella produzione di articoli di cancelleria e di design per studenti e professionisti. La gamma Miquel Rius comprende notebook, portafogli, zaini, borse da toilette, astucci e tazze.

Tuttavia, questo marchio elegante e originale si presta a molte altre categorie. Sono già in fase di studio e in fase di sviluppo accordi di licenza in categorie quali salute e bellezza, biglietti di auguri, cover per smartphone, tazze, candele profumate, orologi, gioielli, abbigliamento, lingerie, calzature, ombrelli, accessori tecnologici, decorazioni, biancheria da letto, borse e valigie – il tutto sfruttando i valori del marchio **Chic & Love** di lusso accessibile, casual e alla moda. L'accordo con Swarovski® sarà una caratteristica importante in quasi tutti i prodotti in licenza.

Le vendite online rappresenteranno un canale di vendita forte per il marchio, che rifletterà lo stile di vita e gli interessi del principale pubblico di riferimento di donne giovani e adolescenti, attraverso contenuti pertinenti legati al loro stile di vita. Il marchio ha già una forte presenza sui media attraverso Instagram, Facebook, Twitter e il proprio sito.



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Licensing Link to Rep New Fashion Brand

Jan 05, 2018 | By License Global

Chic & Love will be expanded into new categories such as lingerie, footwear, tech accessories and more.

EUROPE—Consumer Product Connection of Spain has appointed Licensing Link Europe to manage the U.K. licensing program for its new fashion and accessories brand Chic & Love.

The representation agreement will see Licensing Link secure a number of new partnerships across a variety of categories including lingerie, footwear, umbrellas and tech accessories for the apparel brand.

"Licensing Link Europe has already clearly demonstrated its deep understanding of the U.K. market and insight into licensing strategy across diverse brands," says Julien Barbier, managing director and master agent, Consumer Product Connection of Spain. "Its professionalism, expertise and reach make it the right agency for this highly original and appealing brand in this very important market."

Chic & Love launched in June and is available at retailers including El Corte Inglés, Carlin and FNAC. Under a pan-European deal, with Miquel Ruis, the Chic & Love saw the creation of a branded line of notebooks, wallets, backpacks, toiletry bags, pencil cases and mugs.

In addition, a variety of license agreements are currently under consideration or in development—including scented candles, watches, jewelry, apparel, lingerie, footwear, umbrellas, tech accessories, decorations and more



**License Global Daily
Online
5 January 2018
Circ: 40,000**





Licensing Link Europe wins Chic & Love deal

Agency appointed to manage UK licensing for fashion brand

Brand extension and strategy agency Licensing Link Europe has been appointed to manage UK licensing on behalf of brand licensor Consumer Product Connection of Spain for new fashion and accessories brand Chic & Love.

Focusing on affordable luxury, the Chic & Love brand combines street style with an avant-garde look: glamorous and slightly off-the-wall, but functional and practical. Thanks to an alliance with one of the world's most famous luxury brands, Chic & Love will incorporate Swarovski crystals into many of its collections.

In addition to the sale of Chic & Love products in the brand's online store, it is licensed to manufacturers and distributors worldwide. It now has a presence in more than 12 countries including the UK.



Chic & Love launched in Spain in June 2017 with a presence in some of Europe's biggest retail names, including El Corte Ingles, Carlin and FNAC. The first product launch has been a pan-European deal with Miquel Rius, a pioneer in the manufacture of functional and designer stationery for both students and professionals. The Miquel Rius range includes notebooks, wallets, backpacks, toiletry bags, pencil cases and mugs.

Already under consideration or in development are license agreements in categories such as health and beauty, greeting cards, smartphone covers, mugs, scented candles, watches, jewellery, apparel, lingerie, footwear, umbrellas, tech accessories, decorations, bed linen, handbags and suitcases. The link with Swarovski will be a strong feature in almost all licensed output.

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Licensing Today Worldwide
Online Daily
5 January 2018
Circ: 5,962



Licensing Link Europe to manage licensing for Chic & Love



The firm will implement a global strategy for the affordable fashion and accessories brand.

Brand extension and strategy agency Licensing Link Europe is to handle UK licensing duties on behalf of brand licensor Consumer Product Connection of Spain for the amazing new fashion and accessories brand Chic & Love, it has been announced.

Chic & Love will incorporate Swarovski crystals into many of its collections, thanks to an alliance with the jewellery brand, adding a differentiating element for Chic & Love products that will underline the affordable luxury message inherent in the brand and its style.

Chic & Love is licensed to many trusted manufacturers and distributors worldwide, in more than 12 countries including the UK.

"Licensing Link Europe has already clearly demonstrated its deep understanding of the UK market and insight into licensing strategy across diverse brands," said Julien Barbier, MD at Consumer Product Connection, the master agent for the brand. "Its professionalism, expertise and reach make it the right agency for this highly original and appealing brand in this very important market."

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Also under development or consideration are lines in categories including health and beauty, greeting cards, smartphone covers, mugs, scented candles, watches, jewellery, apparel, lingerie, footwear, umbrellas, tech accessories, decorations, bed linen, handbags and suitcases – all leveraging the Chic & Love brand values of affordable luxury that is both casual and bang on trend. The link with Swarovski will be a strong feature in almost all licensed output.

"The combination of luxury and affordability with the unbeatable differentiating feature of a strong connection with Swarovski makes this a brand that stands out in a competitive youth market," added Chris Taday, director of Licensing Link Europe. "We're both delighted and thrilled that Consumer Product Connection has asked us to introduce Chic & Love to the UK, where I am sure this brand will be enormously successful."



Fashion brand Chic & Love heads to the UK



Licensing Source.net
Online Daily
5 January 2018
Circ: 10,000

Licensing Link Europe appointed to handle fashion and accessories property.

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The agency will handle the UK licensing on behalf of the brand licensor, Consumer Product Connection of Spain.

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