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Tony Curtis Adds Deals, Agent



Advanced Graphics and Clearly Fun Soap are the latest licensees to sign with the Tony Curtis licensing program.

Advanced Graphics will produce life-sized cardboard stand-ups and wall posters featuring images of Tony Curtis from the 1950s and 60s.

Clearly Fun Soap will design a broad range of bath products featuring both the Tony Curtis image and the artwork of Tony Curtis.

“We’ve seen a lot of excitement and positive feedback to the new Tony Curtis collection. We wrote significant orders the very first day we previewed the collection,”

says Dawn Dallaire, Clearly Fun Soap chief executive officer.

Both deals were brokered by Fame Farm Licensing and Marketing Firm.

In addition, Studio GA will be the exclusive licensing agent in the Iberian Peninsula territory which includes the countries of Spain, Portugal, Gibraltar and Andorra. Studio GA will work to extend the Tony Curtis lifestyle brand within a broad spectrum of consumer goods licensing categories and strategic promotional opportunities.