



## **Action Sports Dive and Surf Brand Body Glove Inks Deal with ESI For Growth In Consumer Electronics**



Leading action-sports brand Body Glove has announced a new licensee deal to expand its consumer electronics business. The multi-year agreement will see ESI Cases & Accessories license Body Glove in the consumer electronics market across the United States, Canada, and Latin America.

Established in 1953 by Bill and Bob Meistrell, Body Glove became synonymous with innovation in water-based sports equipment, cool swimwear, and casual apparel perfectly attuned to the lifestyle surrounding it. Today the company is globally recognized and sits within the Marquee Brands portfolio, selling best-in-class wetsuits, hard goods such as ISUPS, and men's, women's, and kid's apparel.

The new partnership will allow ESI Cases & Accessories to design, develop and distribute a wide-ranging assortment of Body Glove electronics. The product range will consist of power banks, mobile phone cables, car chargers, AC chargers, FM transmitters, screen protection, windshield mounts, Bluetooth speakers, earbuds, headphones, and audio and video accessories.

Pete Maule, Executive Vice President and GM of Outdoor Sports, Marquee Brands, said, "We are delighted to announce our partnership with ESI. As leaders in the consumer electronics space, they bring exceptional product design and distribution to this important category. They have a clear vision and strategy to develop innovative products catered to our customers and their lifestyles."

Elliot Azoulay, ESI's Chief Executive Officer, commented, "Given our focus on innovation and technology, our team is excited for Body Glove's expansion into electronics. With our wide range of resources, we are confident that we can grow Body Glove into a meaningful brand for us and our retail customers."

The new Body Glove electronics collection will begin shipping in the third quarter of 2023.

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The deal was brokered by Starwood Brands; a brand licensing agency which represents top-tier manufacturers in their licensing partnerships.

#### **About Body Glove**

Since 1953, Body Glove has established itself as the leading watersports brand in the world by providing innovative, high-quality products that protect people and enhance their lives, in and out of the water. Body Glove aims to protect the environment through product manufacturing and the organizations they support. Learn more at [www.bodyglove.com](http://www.bodyglove.com)

#### **About ESI Cases & Accessories**

ESI Cases & Accessories has been in the consumer electronics industry for over 30 years specializing in the design, manufacturing, and distribution of consumer electronics. ESI is a growing company with a broad distribution platform across all channels worldwide. [www.esicasesandaccessories.com/](http://www.esicasesandaccessories.com/)

#### **About Marquee Brands**

Marquee Brands is a leading global brand owner, marketer, and media company. Owned by investor funds managed by Neuberger Berman, one of the world's leading employee-owned investment managers, Marquee Brands targets high-quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channels, geography, and product category while preserving the brand heritage and enhancing the ultimate consumer experience. The portfolio includes Martha Stewart, The BCBG Group, Ben Sherman, Dakine, Sur La Table, Body Glove, Emeril Lagasse, Motherhood Maternity, A Pea in a Pod, and Bruno Magli. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees, and manufacturers through engaging, impactful strategic planning, marketing, and e-commerce. [www.marqueebrands.com](http://www.marqueebrands.com)