

BRAND LICENSING EUROPE PRESS RELEASE

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CURTIS LICENSING PRESENTS THE AMERICAN DREAM AT BLE

As the licensing arm of the *Saturday Evening Post* magazine, Curtis Licensing is returning for a third year to BLE to showcase its impressive archive of over 6,000 images together with its network of agents for Europe.

The vast array of images that celebrate the American dream bring unique opportunities for European partners to access designs with authenticity and positive messaging.

Following the first showings at BLE, there is a growing stable of licensees in EMEA, drawing from this rich archive of artwork to introduce new collections across fashion, accessories and homewares. Refreshed graphic patterns have created interesting opportunities in fabrics, gift wrap and greetings.

“The creative team at Curtis is working successfully to provide licensees in Europe with unique and protectable images for each product collection and occasion,” said Cris Piquinela, Director of Licensing and Business Development at Curtis. “We take pride in working side by side with our licensees to make sure we provide them all the tools they need for a successful program. We are excited to attend BLE once again to hopefully find some new international partners in key product categories”.

Curtis’s nostalgic images, stories, photographs and articles have been licensed to publishing companies, advertising agencies, film studios, etc. around the world, gracing thousands of products from apparel, to gifts and collectibles to home décor for over 30 years.

The team at Curtis is constantly working at adapting and refreshing the collection to better fit industry trends and embraces manipulation of images to enable licensees to transform and adapt illustrations to fit their needs.

This is one of the oldest brands in America. The *Saturday Evening Post* has a unique heritage in American society. First published in 1728, it was once owned by Benjamin Franklin. From 1821, the *Saturday Evening Post* grew to become the most widely circulated weekly magazine in America. It’s was the pre-eminent vehicle of mass culture in the United States, helping to celebrate and inform the values of the time. Its depiction of everyday American life and its chronicle of major events in United States history drove a circulation of millions of copies. More than anything though, it was known for commissioning lavish illustrations, from Norman Rockwell and over 500 others, all retained in the archives of *The Saturday Evening Post* in Indianapolis and available for use by licensees.