



STAND 525

The Beanstalk Group
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The Beanstalk Group builds strategic licensing programmes for iconic brands including Lee Cooper, Jaguar, Land Rover, Ford, Stanley, Jack Daniel's, Paris Hilton, and Pampers.

Our specialist team has expertise in developing luxury and lifestyle brands as well as broad-scale mass-market licensing programmes.

Beanstalk also undertakes strategic consulting projects for companies wishing to establish their brand's licensing potential.



Lee Cooper

With over 100 years of denim expertise, Lee Cooper is the original and first British denim brand. The Lee Cooper licensing programme is passionate about creating leading-edge products that epitomise the brand whilst always remaining true to its heritage.



Pampers

As the number one baby care brand in the world, Pampers has been improving the life of babies, toddlers and their mums. The Pampers licensing programme leverages the brand's equities of trust, credibility, innovation and quality to deliver premium baby care products that are irresistible to baby and designed for mum.



Land Rover

Land Rover is an outstanding success story of British engineering and manufacturing. Its authentic 4x4s represent true 'breadth of capability' and embody a strong spirit of adventure. The Land Rover licensing programme inspires, creates and delivers this same spirit of adventure through premium outdoor products.



Jack Daniel's

As the largest selling whiskey in the world, Jack Daniel's is a model for exceptional brand extension in Europe. This iconic American brand has applied its distinct black and white brand identity, and its masculine, quietly confident personality and tone of voice, to deliver engaging licensed products to new and existing consumers.



Janet Reger

'The Queen of Luxury Lingerie'. The Janet Reger brand has a unique place in the international world of luxury lingerie, synonymous with elegant fabrics and evocative designs. The Janet Reger licensing programme reflects the core values of luxury and romanticism to create an ultra-feminine and indulgent lifestyle brand.