LONDON BRAND LICENSING EUROPE 2018

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SIX RETAILERS DEFYING THE HIGH STREET DECLINE

It's not exactly breaking news that Britain's high streets are in somewhat of a crisis, with stores closing and retailers collapsing on a seemingly regular basis. But it's not all doom and gloom. There's a surprising range of retailing bright spots, so we hand-picked our top six shops using brand licensing to exceed expectations and defying the high street downturn.

Primark

Fashion chain Primark is leaving its competition by the wayside, demonstrating that retailers don't need an ecommerce platform to thrive in the UK market. By sticking to its core principle of combining low prices with strong ethics, connecting the public with what's in store and creating conversation, the retailer saw **sales increase by 18% in the first half of 2018** and plans to open two new stores this year.

And from the relaunch of previously sold out Beauty and the Beast Chip mugs to new Love Island and Jurassic Park ranges, Primark is using brand licensing in fresh new ways to expand its global offering.

licensingsource.net

retailgazette.co.uk

Selfridges

It's unsurprising that one of the high street's most respected retailers hosts experiential events and capitalises on licensing to stay innovative and ahead of the game. In a world first earlier this year, Selfridges opened an in-store pop-up boxing gym, in partnership with Anthony Joshua's newly launched BXR London. Meanwhile, The Rolling Stones and Sex Pistols were also just two of the iconic bands honoured on the store's shelves in recent collaborations.

Ted Baker

A broadening of its focus beyond the UK high street was touted as the reason behind fashion retailer Ted Baker's **16% rise in sales last year**. The group has been expanding internationally and growing its licensing business, setting up shop in Atlanta, Beijing and Madrid, while stores operated by third-party licensees were launched in Egypt, Azerbaijan and Bahrain.

Collaborations with Vision Express, Boots and House of Fraser, to name but a few, have seen the brand's influence soar across myriad new categories and solidify its highly respected position.

boots.com

metrostarmedia.com

Jojo Maman Bébé

Several big-name licences including Beatrix Potter and Elmer are playing their part in the significant sale, revenue and pre-tax profits recorded by Jojo Maman Bébé. The maternity and babywear brand and retailer posted a **20% rise in revenues to £57.5 million in 2017,** while it's set to expand into the US this year with its first store opening in Westport, plus three more to follow.

Alongside collaborative ranges for Paddington and The Very Hungry Caterpillar, Jojo Maman Bébé has recently been confirmed as the new destination for The Snowman infant apparel – making 2018 an exciting year for the brand and retailer's licensing offering.

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Oasis

Quantity is key when it comes to spreading influence internationally for this high street staple. This year alone, it partnered with two cultural hotspots – the Natural History Museum in London and the Fitzwilliam in Cambridge – to create licensed women's collections inspired by 'the wild and wonderful' and botanical watercolours respectively.

Outside of the heritage sphere, the brand has taken colour cues from Pantone Color Institute, unveiling a 'happy and hopeful' collection that injects zeitgeisty hues into knits, cropped jeans, statement sleeve sweaters and denim jackets.

Zara.com

Zara

The Spanish-owned company moves products from design board to stores in three weeks with a lean, 'vertically integrated' business model that sees it manufacturer a lot of the clothes it sells. Licensing-wise, it teamed up with American sitcom Friends to produce printed tees, while a girls-wear collaboration featuring Peanuts character Snoopy proved to be a huge hit.

A 50,000 sq.ft. revamped store also recently opened in Westfield Stratford, spread across two colossal floors and featuring automated **online order collection points able to handle 2,400 orders** simultaneously.

The global powerhouse's inimitable efforts seem to be paying off – for the first three months of its financial year, parent company Inditex saw net **sales rise by 2% to a staggering £5.64 billion**, sealing Zara's position at the top of the global fashion market.

Meet the brands bringing licensing to the world of retail at Brand Licensing Europe, taking place 1-3 October 2019.

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