



Allie the Ellie partners with License Connection in Europe

Art Wise has appointed License Connection as licensing agent in Europe for the preschool brand "Allie the Ellie".

Allie the Ellie is an adorable new preschool series about the wonderful and magical world of Allie the Ellie. In the series Allie explores her surroundings – which are not always realistic compared to the world as we know it. Due to her curiosity about her habitat, Allie experiences the funniest – and sometimes bizarre – moments. Allie is created by the Dutch well-known creative Ellen Langendam. The Series are broadcasted since March 2020 on NPO Zappelin and on their online channels.

Ellen Langendam is creator, art director and art teacher. She creates designs and concepts and has a passion for books and kids-characters. She created Nurdys, Anymoodys and Allie the Ellie.

License Connection will represent the Allie the Ellie brand across a wide range of licensed categories including publishing, toys, apparel, books puzzles, games, and home textiles etc. and will be seeking to expand the licensing portfolio into categories such as food, baby accessories and (online) retail partnerships. They will manage existing and new partnerships. Next to that broadcasting opportunities are open for distribution.

Quote from Art Wise – Ellen Langendam

"I am delighted to be working with License Connection and look forward to the first licensing collaborations. Art Wise has chosen to collaborate with License Connection, because, in addition to many years of experience in licensing and marketing, License Connection has a creative strategic approach, which to let the brand grow and take it to the next level. In addition to that, License Connection's personal approach really appeals to me!"

Quote from License Connection – Daphne Kellerman

*"We are really excited about this relationship with Art Wise and thrilled to partner within Europe," said Daphne Kellerman, owner of License Connection. "We look forward to expand this preschool brand with new products to kids and families throughout the continent so kids can experience their **ele-phantasy**"*

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About Ellen Langendam

Art Wise (Ellen Langendam's 1976 design and production company) is, with her expertise in character design, dedicated to getting a smile on everyone's face. Due to the unique characteristic design of Ellen, the characters are loved by young and old. Her design is characterized by the recognizability and simplicity of less is more.

Her latest character Allie the Ellie is specifically designed for the youngest audience. Art Wise was the producer of the animation series which was very well received by the Dutch public broadcaster NPO. The rights of the second series are also recently acquired by them.

About License Connection

License Connection is an International Licensing Agency & Consultancy Company that connects top brands with a range of quality products in Europe. Since the start of the company in 2002 License Connection works closely together with their partners to translate creative ideas into concrete sales promotions, successful campaigns and licensed products. With years of experience, License Connection offers its licensing partners a unique service.

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