

Leo Lionni

## Leo Lionni & Friends

Celebrating the art and imagination of one of the best-loved children's book creators of all time.

*"If the picture book is a new visual art form in our time, Leo Lionni is certain to be judged a master of the genre"* (The New York Times)

Leo Lionni launched his career as an author and illustrator of children's books in 1959 with Little Blue and Little Yellow, inspired by a story he had improvised on the spot to entertain his grandchildren during a long train ride.

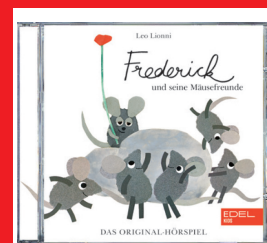
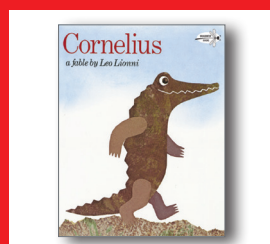
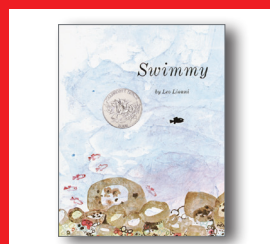
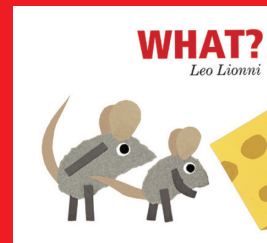
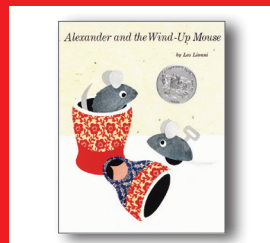
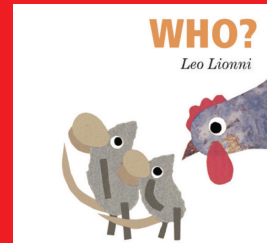
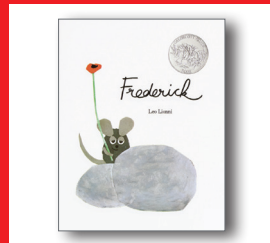
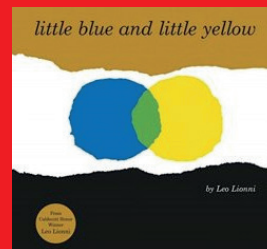
So began a long and colourful parade of richly illustrated picture books featuring clever fables, original stories and charming characters like Frederick, Cornelius, Swimmy, and Alexander and The Windup Mouse.

Lionni's signature style of bold colors and nature-inspired collages accompanied by toddler-friendly tales has won him a cherished spot in the hearts of children of all ages.

Eric Carle, author of the world-famous children book *"The very hungry Caterpillar"* said about Leo Lionni:

*"Recently I was asked whose picture books I could not live without. Guess my answer. You are right. Leo Lionni's."*

Book World said that *"the translucent color of the pictures and the simplicity of the text make a perfect combination. Many of Lionni's books deal with issues of community and creativity, and the existential condition, rendered as fables which appealed to children"* (Wikipedia)



Best-selling book series for over 50 years

- Core audience children 3-7, their parents and grandparents

- Publishing partnership with Random House, the world's largest English language children trade book publisher

- Over 20 million books sold in 20 languages

- A wide range of formats including board-, activity and e-books

- Step into Reading editions for grades 1-3 introduced 2015

- 4-time Caldecott Honor winner (USA)

- Multiple winner as "Most Beautiful picture book" (Germany)

- Keymarkets in Europe are Germany, France, Italy and Spain

- First licensing launch in Europe in 2020. Many licenses already signed.

- Many products already licensed in Asia could be imported and sold in the EU under license.

Leo Lionni's time-tested and treasured children's book collection and the characters that populate its pages are available for brand partnerships in a broad range of categories including toys, plush, puzzles, games, apparel, gifts, home textiles, consumer promotions and more.

Exclusive EU-Licensing Agent:

V.I.P. Entertainment & Merchandising GmbH  
Poststrasse 33, D-20354 Hamburg,  
Tel + 49 (0)40-44 04 01, www.vip-ag.com





VERY IMPORTANT PROPERTIES



## MIT DER LIZENZ ZUM ERFOLG

To further support the licensing program, V.I.P. initiated a museum exhibition of old and new Faberge pieces that travelled around the most reputable museums creating a greater awareness of the brand and of the new range of Faberge-licensed products. As a welcome benefit, the prestigious products licensed by V.I.P. improved the positioning of Unilever's Faberge body-care products significantly. Another milestone success was the licensing program for the NFL National Football League which V.I.P. started in the German speaking markets at a time when even the German Bundesliga had no proper licensing in place and American Football was virtually unknown in Germany.

V.I.P. is known for its **good relationships with both, licensees and licensors**. For a total of over thirteen years V.I.P. was the longest serving agent for James Bond 007 and represents The Beatles for Apple Corps Ltd. even longer. Due to its strong ties to most advertising agencies V.I.P. has also become a leader in the testimonial business by introducing celebrities for use in advertising and promotions. V.I.P. has a comprehensive vision that offers a complete service to licensors and licensees at every step.

**V.I.P.'s home court, the German Speaking Territory** with over 100 million consumers, represents the strongest market in the European Community and is the gateway to Eastern Europe. During its years of successful licensing of top properties, V.I.P. has also developed close ties with many other leading licensing agents in other key markets, enabling V.I.P. to introduce and supervise viable licensing programs that cover all of Europe.

In addition, V.I.P. co-operates with a small number of specialized law firms in registering and protecting trademarks and intellectual properties to establish and safeguard a solid base for long-term business.

**The V.I.P. team proves its expertise** continuously by contributing articles to the major trade press and holding seminars for potential target groups. V.I.P.'s Chief Executive Officer, Sir Michael A. Lou (an MBA and former investment banker) has become a popular figure in the German media because of his activities and innovative methods of promoting and marketing licensed properties. Television, radio, public and trade press regularly report on the success of V.I.P. Sir Michael has taught at various universities, high schools and academies and is the co-founder of ELMA European License Marketing & Merchandising Association and its first President, re-elected for a total term of ten years. He is also the author of the chapter on licensing in the German speaking countries of the International Edition of the LIMA Guide to Licensing which was published in 2014, updated in 2016 and has also been published in Chinese.

### V.I.P. focuses on licensing:

- Celebrities and legends for products, advertising and endorsements
- Prestigious trademarks for strategic brand transfer concepts
- Popular and luxury sports and events
- Classic children characters and emerging properties