

LICENSING

# The Guitar God



Karl Ferris, the legendary record album cover photo designer, shot many of the most recognized photographic designs for the famous records of Jimi Hendrix, Donovan, The Hollies and many other 60's Rock Stars & Supermodels.

<https://tinyurl.com/yqtrqy6e>

**Now, for the first time ever, Ferris licenses his iconic art outside the US.**

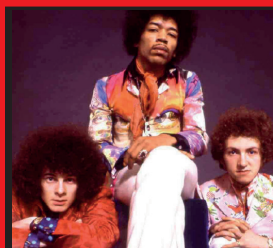
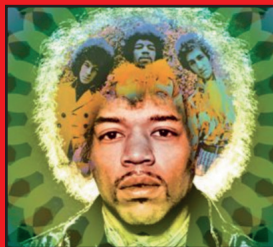
In the US he previously licensed merchandise to many manufacturers, who sold to department stores like Target, JCPenney, Macy's, Walmart, Bloomingdales, Neiman Marcus etc. Countless shirts can still be seen online although all licenses ended some five years ago.

<https://tinyurl.com/2z9apllq>

„The Karl Ferris Collection“ Brand comprises a large selection of his iconic images, but is most renowned for the psychedelic artwork of his Jimi Hendrix photographs.

The Telegraph, article headline: „Meet photography's answer to Jimi Hendrix - In the Swinging Sixties, Karl Ferris's psychedelic photographs defined how we saw many of the 60's Rock Stars.

His Hendrix albums are credited by the Rolling Stone magazine as among the best 20 Rock Records of all time.



According to Rockarchive.com Jimi said to Karl: "You're doing with photography what I am doing with music – going far beyond the limits and blowing minds"...

Also available are the publication rights for his 60's Career memoir book "The Karl Ferris Psychedelic Experience" featuring the best of his 60's Psychedelic Record Album Cover portrait photographs of Jimi Hendrix, Donovan, Eric Clapton, Cream, Graham Nash, and The Hollies and other 60's Superstars...

It contains also outtakes, unpublished „lost“ shots and other psychedelic photographs taken during this period, including various „inside“ personal anecdotes and contemporary quotes by famous musicians and inside stories about recording sessions and concerts, and about hanging out with them, etc.

**Worldwide exclusive Agent:**

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**Authorized Local Agent:**





VERY IMPORTANT PROPERTIES



## MIT DER LIZENZ ZUM ERFOLG

**V.I.P. Entertainment & Merchandising GmbH**, is a dynamic German licensing agency originally founded in 1981 as V.I.P. PROMOTIONS by Sir Michael A. Lou who decided to leverage his experience gained in international marketing and as licensee for the DALLAS board game.

In a few years V.I.P. has become the leading privately owned licensing and merchandising agency representing numerous internationally renowned licensors thanks to its fresh and flexible approach, carefully selected intellectual properties and innovative marketing methods. To broaden and strengthen its basis V.I.P. was transformed in 1999 into a stock corporation.

The DALLAS board game became a bestseller throughout Europe which prompted other companies to line up for DALLAS licenses. Consequently, V.I.P. became the Licensing Agent for the German speaking markets and generated here more licensed for the DALLAS property than Lorimar in the rest of the world, including the US together. The DALLAS licensing program was the first ever successful adult-orientated license in the German-speaking region, a market that had been traditionally dominated by children-focused licenses. Thus, V.I.P. became the first agent in Europe to focus on developing brand licensing concepts for adult target groups.

In 1989 V.I.P. re-launched the noble Fabergé brand for Unilever emanating the luxury consumer goods for which the Court Jeweler to the Tsars was famous 70 years ago. Backed by V.I.P.'s comprehensive PR and promotion campaign, which reached over 800 million contacts, sales of Fabergé-licensed products soared from zero to over US\$100 million over the first six years. 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.

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. He 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 (also published in Chinese) and "The New and Complete Business of Licensing".