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Meet 170 of Europe's leading rights holders and see 2500 properties on display

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License! Industry Annual Report

Oct 1, 2004
LICENSE

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FUNCTIONAL BEAUTY: More designers and manufacturers introduced versatile pieces that make the transition from house to apartment, or vice versa, a bit easier. Furniture designers were more scale conscious as chair and couch heights grew taller to complement rooms with higher ceilings, and many pieces scaled smaller or transformed into other styles to better suit apartment dwelling. Through a licensing agreement with La-Z-Boy, Todd Oldham fused fashion and function in a contemporary collection that features Snap, a super convertible sofa with removable back and arms. Alexander Julian also emphasized higher backs and more comfortable arms. Riverside Furniture unveiled the Imaginations collection, a line of children's furniture that features colorful artwork and inspirational messages based on a series of children's books written by Allison Stoutland and illustrated by Cathy Hoffer.

BRAND POTENTIAL: Betty Crocker and Home Styles cooked up a line of ready-to-assemble kitchen furnishings designed to meet the distinct needs of today's kitchen. Vaughan Furniture Company and NASCAR also drove into the home category with the bright red Victory Lane Bed that features NASCAR decals and a full set of removable wheels.

A LICENSING PLAN: Synonymous with timeless prints that present an English garden feel, the Laura Ashley brand had a 30-year retail presence in the U.S., but closed its doors in September '03 to pursue licensing in North America. The home line has evolved to include a roster of licensees in paint, wall coverings, rugs, furniture, tabletop and linens, decorative pillows and throws, bed linens and towels, dinnerware, gifts, fabrics, outdoor patio furniture, and more.

ARTISTIC INFLUENCES: Mothers have been seeking more artistic, stylish looks for kids' home décor. Animals, planes and trains, and the alphabet still dominate, but the approach differs in that it's more imaginative and artsy. Within the last few years, catalogs such as *Pottery Barn Kids* and *PoshTots* also have focused on transforming a child's room into a style-savvy haven.

LEGAL ISSUES: Martha Stewart's muddled legal affairs have been a media focus for 2004. Despite personal opinions on Martha Stewart's conviction on charges of lying to Federal investigators about her 2001 ImClone stock sale, the products that boast her name (via an agreement with Kmart) continue to move off shelves.

NEWCOMERS: Although the Martha Stewart brand seems to have staying power, other style mavens saw an opportunity in the home market. Michele Adams and Gia Russo, who met as editors at *Martha Stewart Living*, teamed up to establish design company MiGi in 1998. MiGi recently signed a TV deal with Fine Living Network (part of Scripps Networks), lifestyle programming that inspires people to live better. It debuted "The Perfect Surprise Party" in March, and it was picked up for another eight episodes. MiGi plans to develop product lines for nursery, home and garden décor, entertaining, and kitchenware.

Interactive SALES FIGURES: North American console, PC, and handheld game industry revenue currently is \$10 billion, including hardware, according to the Entertainment Software Association (ESA). Worldwide revenues of game hardware and software top \$25 billion, not including online and wireless. According to The NPD Group, the video game industry saw sales figures fall to \$3.4 billion in the first half of 2004 compared to \$3.5 billion in the first half of 2003. Since the introduction of Sony's PlayStation 2 in 2000 and the subsequent introductions of Nintendo's GameCube and Game Boy Advance, and Microsoft's Xbox, the total life-to-date (LTD) retail sales of licensed portable and next-generation console video game software in the U.S. have exceeded \$7.8 billion, representing 57 percent of the industry's \$14 billion in LTD U.S. retail video game software sales for all four platforms, NPD reports. Licensed sports video games have grossed more than \$2.7 billion in LTD U.S. retail sales for all four platforms, accounting for 35 percent of all licensed

FORECASTS

CHILDREN'S LICENSING IN 2004 and looking out into the long-term future for licensees.

THE "MOMMY" BRAND has a potential for growth and depth in licensing and merchandising as it continues to roll out new products and services. The brand's success is due to its focus on quality and its ability to create a lifestyle for its consumers. The brand's success is also due to its focus on quality and its ability to create a lifestyle for its consumers.

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Forecasts