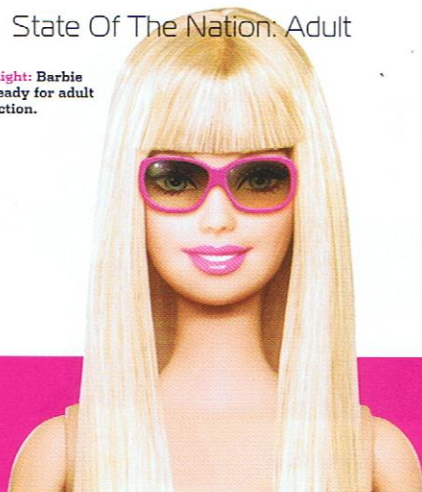


Right: Barbie ready for adult action.



# Growing Up a Bit

From dangerously cool shoes to seriously funny stage shows, there's still plenty of action for the grown-ups on the licensing front.

## Case Study: Beano Wedges

Innovative footwear designer, **Angeline Tournier**, has created a limited edition range of **Beano** cartoon wedges (licensed via **Start Licensing**). The shoes retail exclusively on the designer's website ([www.angelinetournier.co.uk](http://www.angelinetournier.co.uk)) and have also been on display at the London Cartoon Museum as part of a dedicated exhibition.



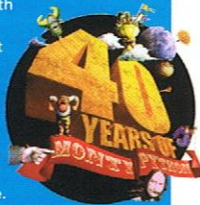
Below: New Beano cartoon wedges from Angeline Tournier.

Angeline Tournier, who launched her footwear label in 2006 with the signature Betty & Veronica cartoon wedge, designed the shoes with original Beano cartoon colours: blue patent leather, red leather, silver metallic leather and black patent leather and will feature spiky silver studs (to echo Dennis the Menace's spiky shaped hair) with silver leather lining, leather sole and a 6cm heel.

Above: New Beano cartoon wedges from Angeline Tournier.

## Python Hits The Stage

In celebration of Monty Python's 40th anniversary (PPC), and to raise the profile of the brand in this significant year, a one off stage show is set to be performed at the Royal Albert Hall in October. Based on the film *The Life of Brian*, the show is a musical called *Not the Messiah (He's a Very Naughty Boy)* and will be hosted by Michael Palin and Eric Idle.



Right: Monty Python is set to hit the stage in celebration of its 40th anniversary.

## Barbie's Attacks Adult Market

Fresh from the partnership with concept fashion retailer *Comme des Garçons* in *Dover Street Market*, which debuted the first ever UK **Barbie (Mattel)** adult retail experience, there is more Barbie action set for 2009.

Barbie is set to spread her wings even further since the successful pop up shop activity will be repeated with luxury retail destination *Brown Thomas* in Dublin. In homage to the significance of the Barbie collection, the *Brown Thomas* windows will become a massive brand statement featuring life-size Barbie mannequins and iconic pink packaging. A full range of Barbie adult merchandise will be available including the exclusive *Jeremy Scott* apparel collection as well as accessories, jewellery, giftware, publishing and confectionery.

A new range of Barbie t-shirts have also gone on sale in *Next* with further gift developments planned for autumn. And, in an exciting first, Barbie clothing will be the first licensed merchandise to be available from fashion powerhouse *Miss Selfridge*.

## Apollo 11 Game Goes Into Orbit

To coincide with the 40th anniversary of the first lunar landing, **Decode Interactive** has launched its fourth game for the Apple iPhone. **Apollo 11: The Game** celebrates the anniversary of the historic moon landing and is created in collaboration with NASA.



In the game you can take a trip to the moon and use the unique iPhone controls to guide your mission from lift off to splash down over seven levels featuring full 3D environments and archival mission imagery from the NASA archives.