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The Little Prince® Collections Premiere in Celebration of the 75th Anniversary of the Novel's Publication in France

North American licensing agent **Licensing Works!®** and **SOGEX**, the global Licensor for all rights in and relating to *The Little Prince® / Le Petit Prince®*, are pleased to premiere new collections featuring *The Little Prince* from over a dozen new licensees joining the North American roster of over 40 partners committed to preserving and sharing the powerful story of *The Little Prince* for generations to come.

- ◆ **Corey Helford Gallery (CHG)** is currently showcasing works from 65 artists from around the globe under the theme, "*Looking with the Heart: The Little Prince® 75th Anniversary Group Show*". The show, which runs from 8/14-9/18/21, in Los Angeles, encourages fans to escape the trappings of perception to see truth, explore their potential, and for adults to never forget what was learned as a child. While too many to name, works from artists include Gary Baseman, Luke Chueh, Kazuki Takamatsu, Messy Desk, ONCH, Mori Chack, Mayuka Yamamoto and more.
- ◆ **MOVA® Globes** joined in the CHG gallery opening to preview their incredible limited edition The Little Prince B612 MOVA Globe, which will be available for pre-order in October. This magical globe captures all the wonders and innocence of youth. A custom globe with one-of-a-kind base was created for the event with 100% of the proceeds from the sale donated to St. Jude Children's Research Hospital®. As part of MOVA's commitment to giving back to the community, a percentage of the proceeds from the limited The Little Prince collection will also support St. Jude.
- ◆ **Noble Objects** also joined The Little Prince family with a new scented candle featuring *The Little Prince* book cover. These handcrafted candles are scented from roses in honor of the *Vain and Beautiful Rose* featured in the iconic *The Little Prince* story. To kick-off the partnership, an excerpt from *The Little Prince* will be read as part of World Literacy Foundation's (WLF) free online read-a-thon marathon in conjunction with International Literacy Day 2021 on September 8 and going forward a portion of the proceeds of Noble Objects' The Little Prince candles will benefit the WLF's efforts to eradicate illiteracy by 2040.
- ◆ **Serena Van Rensselaer Jewelry** launches a bespoke collection of designer jewelry available online and in better boutiques. The premiere collection called Etoile' showcases the signature star shape from the book in various earrings and pendants crafted in silver, gold and gold with diamonds. The follow-up collection, available in

September expands the Etoile designs into cufflinks and rings and adds three additional pendants with classic quotes from *The Little Prince*.

- ◆ **HotTopic.com** and **BoxLunch.com** are collaborating on a new apparel collection just in time to celebrate the 75th Anniversary. As one of the leading U.S. retailers for music, pop culture-inspired clothes, accessories and fashion apparel, Hot Topic is the ideal partner for this new collaboration. The new apparel collection combines never-before-used imagery with classic quotations from the original novel to deliver a fresh, authentic series of designs created especially for true fans within the Hot Topic and Box Lunch audience. Product will be showcased beginning Sept. 1.
- ◆ **Crailtap** first collaborated on one skateboard deck design, featuring The Little Prince, with professional skateboarder Niels Bennet. The Little Prince x Girl Skateboards partnership now expands to exclusive apparel featuring short and long sleeve t-shirts, pullovers, and snapback hats.
- ◆ **Funko** translates The Little Prince in its signature Pop Vinyl style with an all-new figurine available worldwide in 2022.
- ◆ **Chouette** launches ancillary publishing formats including board books, cloth books, novelty books, paperback, 6" x 9" readers, and vinyl bath books. *Goodnight Little Prince* debuts in both English and French in September with six additional titles slated for April 2022.
- ◆ **Hands Craft** presents an assortment of wooden puzzles and craft items including, paper 3D pop-up stickers, 3D wooden puzzles, paint-your-own wood puzzles, kits with motion, miniature room craft kits, and wooden music boxes. The initial collection, available across channels features The Little Prince with the world's popular monuments including the Leaning Tower of Pisa, London's tower with Big Ben, and, of course, the Eiffel Tower.
- ◆ **Boss Fight Studio** brings The Little Prince to life through highly articulated figurines, lunch boxes, and collectibles. The first offering, delivering now, features The Little Prince on his beloved Asteroid B612 accompanied by his friend The Fox and The Rose. Wave 2 launches in Spring 2022 and includes a series of "moments" from the novel recreated as small displayable scenes.
- ◆ **Le Panier Francais**[™], the U.S. based French supermarket, adds The Little Prince collection of authentic French candies to its online and in store product offerings. Packaged in beautiful collector tins, fans can select from more than 12 all natural flavors inspired by the iconic novel.
- ◆ **Mighty Mojo Toys** introduces The Little Prince plush products later this year.
- ◆ **Studio B** offers collectible posters featuring a combination of The Little Prince classic and new brand artwork.

Pioneering aviator, best-selling writer, and humanist, Antoine de Saint-Exupéry wrote *The Little Prince* in 1943. First published, in New York, the book was later published in

France three years later in 1946. Timeless in its imagery and messages, the book continues to resonate with readers of all ages through its themes of respect for humanity, friendship, authenticity, and charity.

To date, the book has sold over 200 million copies and has reached more than 400 million readers around the world with over 300 translations, making it one of the world's most translated books. A true cultural phenomenon, three quarters of a century later, millions of fans are experiencing *The Little Prince* in ways the author could have only imagined with visits to the theme park in France, the museum in Japan, and the flagship store in Paris.

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About The Estate of Antoine de Saint-Exupéry: A French company officially known as Société pour la Gestion et l'Exploitation des Droits Dérivés de l'Œuvre d'Antoine de Saint-Exupéry or as abbreviated, SOGEX. SOGEX is the Global Licensor who owns and controls all rights in and relating to *The Little Prince*®/*Le Petit Prince*®.

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