

# SNOOPY & BELLE *In* FASHION

## GLOBAL FASHION ICONS SNOOPY AND BELLE TO LAUNCH A MULTI-CITY U.S. TOUR IN 2017

*After Successful Shows in New York, Paris, Milan, Tokyo, Amsterdam, Berlin, Stockholm, and Mexico City, the Beloved Fashionist adogs Will Serve as Muses for Leading Designers in Los Angeles, Denver, Nashville, Sarasota, Washington, D.C., and New York City*

*In an Inspired Reimagining of “Snoopy in Fashion” Event of the 1980s,  
“Snoopy & Belle in Fashion” Features Custom Designs by Fashion Darlings  
From Around the Globe*

On a tour that has brought together two of the globe’s most iconic characters with the world’s foremost design visionaries, Peanuts Worldwide today announced that international fashion exhibit **“Snoopy & Belle in Fashion”** will bring its couture style home to the U.S. in 2017 for a multi-city tour that launches in February in Los Angeles and culminates in the fall in New York City during New York Fashion Week.

The exhibition features couture creations designed exclusively for Snoopy and his sister Belle by the world’s foremost designers—including Anna Sui, Betsey Johnson, Bibhu Mohapatra, Calvin Klein Collection, Children of our Town, Christian Siriano, Costello Tagliapietra, Cristiano Burani, DSquared2, Diane Von Furstenberg, DKNY by Donna Karan, Dries Van Noten, Emanuel Ungaro, Edwin Oudshoorn, Isaac Mizrahi, Isabel Marant, J. Mendel, Kaviar Gauche, Kenneth Cole, Le Mont St Michel, Le Snob, Lisa Perry, MAC Cosmetics, Macario Jimenez, Marta Larsson, Opening Ceremony, Philip Treacy, Rodarte, Royal Asscher x Pluma, Swarovski, Tracy Reese, Trussardi, Venera Arapu, VPL by Victoria Bartlett, and Zac Posen.

The 2017 U.S. tour will see the premiere of all new one-of-a-kind creations in every city, displayed via on-trend vinyl Snoopy and Belle dolls, by designers who ingeniously capture the unique style of their region. The exhibition will visit the following cities:

- Los Angeles/Beverly Center
- Denver/Cherry Creek
- Nashville/University Town Center
- Sarasota/The Mall at Green Hills
- Washington, D.C./Fair Oaks
- New York

“Snoopy and Belle have been fashion icons for decades, and we’re very excited to bring their internationally beloved style—which has inspired the greatest designers of our time—to the fans who love them most, right here in the U.S.,” said Jeanne Schulz, widow of Peanuts creator Charles Schulz.

A new Snoopy and Belle in Fashion app will guide visitors through the exhibit and provide insider information about the history of the brand and the designers. A directory within the app also allows fans to navigate locations within each mall where customers can purchase Peanuts product, as well as the designers' wares.

**“Snoopy & Belle in Fashion”** is a completely contemporary reimagining of the inaugural “Snoopy in Fashion” project, which debuted in 1984 with such diverse designers as Karl Lagerfeld, Jean-Paul Gaultier, Thierry Mugler, Oscar De La Renta, Giorgio Armani, L.L. Bean, Bob Mackie, and Sonia Rykiel. The show premiered at The Louvre, and went on to tour The L.A. County Museum, and throughout Europe and Asia, and inspired both paperback and hard cover art books.

### **Where It All Began**

Snoopy stepped out of Charles Schulz's comic strip, Peanuts, and turned soft and huggable in 1968, when Determined Productions presented the world with its first cuddly plush Snoopy.

In no time at all, Snoopy fans around the world began asking for clothes and Determined Productions responded with a line of outfits suitable for Snoopy, the master of disguise. Sometime later, when Snoopy's sister Belle made her debut as a plush doll, a complete wardrobe was immediately available.

In the early 1980s, Connie Boucher from Determined Productions, began to contact the most famous and talented couturiers in the world to create an original one-of-a-kind designer outfit for both Snoopy and Belle. The result was a fabulous collection of specially designed haute couture that became an exhibition around the world.

Charles M. Schulz could not believe that famous fashion designers from around the world would agree to turn their talents to creating clothes for a plush doll, but the Snoopy in Fashion collection is testament to the universal appeal of the world's most famous beagle.

With gala openings at prestigious venues such as the Fashion Institute of Technology in New York and the Seibu Art Forum in Tokyo, Snoopy in Fashion traveled to cities around the world from the mid 1980s through to the early 2000s.

-The End-

### **About Peanuts Worldwide**

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family. Iconix Brand Group, Inc. owns, licenses and markets a growing portfolio of consumer brands including: CANDIE'S (R), BONGO (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), MOSSIMO (R), LONDON FOG (R), OCEAN PACIFIC (R), DANSKIN (R), ROCAWEAR (R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R), WAVERLY (R), ZOO YORK (R), SHARPER IMAGE (R), UMBRO (R), LEE COOPER (R), ECKO UNLTD. (R), MARC ECKO (R), ARTFUL DODGER and STRAWBERRY SHORTCAKE (R). In addition, Iconix owns interests in the MATERIAL GIRL (R), PEANUTS (R), ED HARDY (R), TRUTH OR DARE (R), MODERN AMUSEMENT (R), BUFFALO (R), NICK GRAHAM (R) and PONY (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments, Iconix manages its brands to drive greater consumer awareness and equity.