



Total Brand Licensing Magazine
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& online in 106 countries)

PROFILE

Deliberately Diverse...

In Conversation with Jane Evans, Founder and Director, JELC

"It is 14 years since JELC first exhibited at BLE. In those days our focus was largely art licensing. In the past decade and a half that focus has changed — quite a lot.

Today's JELC represents some hugely important brands — both domestically and internationally — but also some very diverse ones. This is deliberate. Representing clients with very differing brand values and presence enables us to focus more strongly on each individual brand's needs and development strategy. And they certainly are different: today's client list ranges from the National Gallery to Crimestoppers and from Silentnight to Help for Heroes.

"After three years partnering the third most visited museum in the world, we now have a list of some 40 National Gallery licensees operating in the UK and beyond. Our adult and children's publishing programme with Hachette has now launched: four new titles are appearing this autumn. Santa Rita, our Chilean winery partner, is now not only selling its National Gallery wines into Sainsbury's but exporting them around the world.

"A focus this year has been to expand the Gallery's international reach; following a trip to the Far East in April, we have signed an agency agreement with Copyrights Asia for Japan and are in the final phase of completing a very exciting opportunity in China.

"Our strategic plan for 2018 includes the aim of expanding our apparel and accessories offer and building on the success of the Delicious Art food and drink licensing programme. This programme combines high-quality food with famous paintings in a way that is inspiring a lot of interest, as visitors to our stand (Q25) this year will no doubt find out.

"They'll also get the chance to hear more about a property, of which have not yet met anyone who does not love, I Like Birds is an innovative and stylish design brand.

"This year we will again feature Silentnight and last year we secured a new licensee (launching this autumn) and strong retail interest for Crimestoppers. As the only credible licensing opportunity in the security and protection area it's a brand with huge consumer awareness and trust.

"As is Help for Heroes. We developing a licensing programme relating to gardening, a key component in the charity's offer to its beneficiaries to aid mental and physical recovery.

"Hinchcliffe & Barber, a much-loved ceramic and textile design name for over 30 years, has a tableware offering in John Lewis and is seeking to expand its instantly recognisable ceramic and kitchen textile offering to other licensing areas.

"Finally there's Loose Leashes, funny and fabulous photographs of dogs that have already made waves in the greeting card category for Woodmansterne, which is shortlisted this year in the Henries Awards for 'Best Photographic Range'.

"A client list this diverse means, of course, that a strategy and potential licensee list for one client is not going to be the same for another. That's how we like it! Complacency is not healthy in this business. Our diversity strategy keeps us 'on our toes' and ensures we are forging new relationships every day."

Catch JELC at BLE

