

**Vault by Vans Dives Under the Sea with  
SpongeBob SquarePants**

*A Nickelodeon icon reimagined on elevated Vans footwear and apparel*



**London, UK (February 19, 2018)** – This spring, Vault by Vans partners with Nickelodeon’s incurably optimistic, pineapple-living, jellyfish-loving SpongeBob SquarePants, celebrating his infectious happiness through the premium Vault by Vans label to present a robust collection of footwear, apparel and skate decks featuring kitschy renditions of the characters we know and love.

“SpongeBob SquarePants is loved by trend-setters around the world, but this limited-edition collaboration elevates his style even further, offering something new and unique for his audience” said Jose Castro, SVP of Nickelodeon Soft Lines Licensing and Global Fashion Collaborations. “Vault by Vans has combined our iconic SpongeBob characters with its cutting edge skater style and we think fans of all ages are going to love the result.”

For SpongeBob SquarePants’ grand Vault by Vans debut, the limited-edition partnership introduces six footwear styles on Vans classic silhouettes - the Sk8-Hi, Authentic and Slip-On, available in both adult, youth and toddler sizing. Each style showcases vibrant under-the-sea scenes including original illustrations of SpongeBob SquarePants, his best friend Patrick, and the squashed antagonist Plankton, on Vans signature rubber waffle outsoles.



In addition to the footwear, Vault by Vans will offer a bright assortment of apparel, complete with a Vans x SpongeBob track pant, which features a bold checkerboard pattern with graphic detailing. The apparel styles include two classic short-sleeve tees and a long-sleeve tee featuring an array of designs ranging from an embroidered SpongeBob character to a graphic of Patrick holding his skateboard. To round out the collection, Vault by Vans will showcase a limited-run of three skate decks, highlighting corresponding prints and patterns from the overall design theme.

The Vault by Vans x SpongeBob SquarePants collection retails from \$45 to \$260 and launches globally on February 24, 2018 at select Vault accounts. Visit Dover Street Market for unique window displays, designed specifically for each location. Learn more about this special project at [www.vans.com/vault](http://www.vans.com/vault).

-ends-

### **Nickelodeon**

The home of *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles*, *PAW Patrol* and *Nella the Princess Knight*, Nickelodeon UK & Ireland Network is available in over 13 million cable and satellite homes and now reaches more than 10 million viewers a month. Launched in 1993, the top-performing Nickelodeon network comprises seven dedicated entertainment channels for kids aged 4-15 and their families: Nickelodeon, Nickelodeon HD, Nickelodeon +1, Nicktoons, Nick Jr., Nick Jr. +1 and Nick Jr. Too. The entertainment company has built a diverse multi-platform business by putting kids first in everything it does – Kids Rule! Content is at the core of the business with critically-acclaimed and hugely-popular television programming from the UK and around the world. In addition to the quality television programmes, Nickelodeon also produces bespoke content available online and on Nick Play,



**"OFF THE WALL"**



as well as consumer product and recreation opportunities such as the UK's first-ever Nick theme park, Nickelodeon Land and the messiest music festival for kids, SLIMEFEST.

**About Vans**

*Vans*®, a VF Corporation (NYSE: VFC) brand, is the original action sports footwear, apparel and accessories brand. *Vans* authentic collections are sold globally in 84 countries through a network of subsidiaries, distributors and international offices. *Vans* also owns and operates more than 600 retail locations around the world. The *Vans* brand promotes the action sports lifestyle, youth culture and creative self-expression through the support of athletes, musicians and artists and through progressive events and platforms such as the *Vans Park Series*, *Vans Triple Crown of Surfing*®, the *Vans U.S. Open of Surfing*, *Vans Pool Party*, *Vans Custom Culture*, *Vans Warped Tour*®, and *Vans'* cultural hub and international music venue, *House of Vans*.

**Nickelodeon Press Contact:**

Jazz Chappell

[Jazz.Chappell@nickelodeon.co.uk](mailto:Jazz.Chappell@nickelodeon.co.uk)

0203 580 3122