



## **Believe the HYPE, *SpongeBob SquarePants* is Set for New Apparel Partnership**

**Viewing of new line is on display this week at BRIGHT tradeshow in Berlin**

**London/NYC, 10<sup>th</sup> July 2015** – Nickelodeon has teamed up with one of the UK's most recognisable and innovative fashion brands, HYPE, on a range of striking *SpongeBob SquarePants* apparel and accessories. The line will be available in the HYPE Store in Boxpark London and additional retailers in select markets throughout the UK and the rest of Europe as well as Asia, beginning August 2015. Samples of the line are available to view this week at the BRIGHT tradeshow in Berlin.

"HYPE is an incredible brand and UK success story, that has expanded internationally, so to partner with them on this line has been brilliant," said Ron Johnson, Executive Vice President of Nickelodeon Viacom International Consumer Products. "The bold designs of the line really demonstrate the versatility of *SpongeBob* and the appeal that he and his friends hold for audiences of all ages and interests."

The HYPE line of *SpongeBob SquarePants* clothing and accessories will include backpacks, hats, t-shirts and trousers amongst other apparel in male and female sizes with retail prices ranging from £19.99 to £59.99.

### **Nickelodeon**

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's brands reach nearly a billion cumulative subscribers in more than 160 countries and territories, via more than 80+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

### **About Hype**

Established in 2011, HYPE. began as a self-funded project, designing printed clothing and accessories. After winning a t-shirt printing competition, HYPE. had its first batch of stock, which sold out in a matter of hours. With the use of social networking, HYPE. quickly developed into something that could no longer be tamed from the single room it was created in.

Within Months, HYPE. had started to evolve into one of the UK's most recognisable brands. Housing itself in the heart of the midlands taking on a new premises in Leicester, overlooking design, production and distribution in-house. The HYPE store opened in Boxpark in the summer of 2013, and can now be found stocked in a number of stores worldwide.

What started with a lighter inscribed: 'Get Your Own Fucking Lighter', and a simple script over a floral print t-shirt has snowballed into what HYPE. is today.

### **Contacts:**

Kate Dickson  
Nickelodeon / UK  
[Kate.dickson@nickelodeon.co.uk](mailto:Kate.dickson@nickelodeon.co.uk)

Sheri Ladner  
Nickelodeon / International  
[Sheri.ladner@vimn.com](mailto:Sheri.ladner@vimn.com)

Mark Haddon  
HYPE / Haddon PR Ltd  
[Mark@haddonpr.com](mailto:Mark@haddonpr.com)