

## SPONGEBOB TAKES OVER YR STORE

**London, Friday 2<sup>nd</sup> October 2015** - YR STORE, the world's first live all-over print specialists, have given the YR STORE website and the YR STORE's custom printing area in Topman Oxford Circus a SpongeBob make over using a skate-inspired Krusty Pants style guide. Launched in store and online on the 18<sup>th</sup> September, the in store takeover will last until Friday 16<sup>th</sup> October with exclusive products featuring the striking designs available online until 22<sup>nd</sup> October.

The line features men's and women's t-shirts as well as socks. In addition to the pre-designed items available online, SpongeBob fans can visit Topman, Oxford Circus to create their own garments using the Krusty Pants style guide.

YR's specially developed software and high specification digital print process enables customers to design their own garments and see them printed in store. Using YR's large scale, interactive touchscreens, consumers create and customise prints by manipulating colours, adding text, layering foreground elements over existing background designs, or even creating their own completely unique patterns. Every purchase of a YR SpongeBob SquarePants "Krusty Pants" product will be accompanied with a limited edition sticker pack of SpongeBob's skate-style graphics.

"SpongeBob is iconic and to have access to this exciting new style guide is incredible, we know that the limited edition Krusty Pants line will be a hit," said **Tim Williams, Co-Founder of YR STORE**. "The technology and process that we use means that fans can design a full-on garment without having to compromise on colour, design or quality, which is essential when using a style guide as bright and as detailed as this."

**Marianne James, VP Consumer Products UK & Ireland & European Retail Sales & Marketing, Nickelodeon and Viacom Consumer Products** added, "We've never seen SpongeBob or Patrick like this before. It is an indication of how iconic SpongeBob is that he can be translated into such a style while still retaining his core identity. YR STORE are the perfect partner for the style guide as the designs match their iconoclastic take on fashion and the fashion-forward attitudes of their customers."

-ENDS-

### **Nickelodeon Network**

The home of SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Dora the Explorer, Nickelodeon UK 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 as well as bespoke content online and a dedicated Nick app, as well as consumer product and recreation opportunities such as the UK's first-ever Nick theme park, Nickelodeon Land and the Nickelodeon Store.