

BOBBYPIN CASE STUDY

Working with illustrator, Jeffrey Fulvimari, we created a new brand called *bobbypin*, to pull together the multitude of glam girl illustrations by Jeffrey under one umbrella.

We negotiated an agreement with a major children's publisher for Jeffrey to illustrate Madonna's book series entitled *The English Roses*, using his signature illustrative style. We used this endeavor as publicity for our *bobbypin* branded merchandise.

Within a year's time, we crafted a worldwide licensing program for the *bobbypin* brand that included more than 50 licensees for apparel, sleepwear, fashion accessories, watches, journals, address books, room décor, cosmetics and decorative home accessories.

