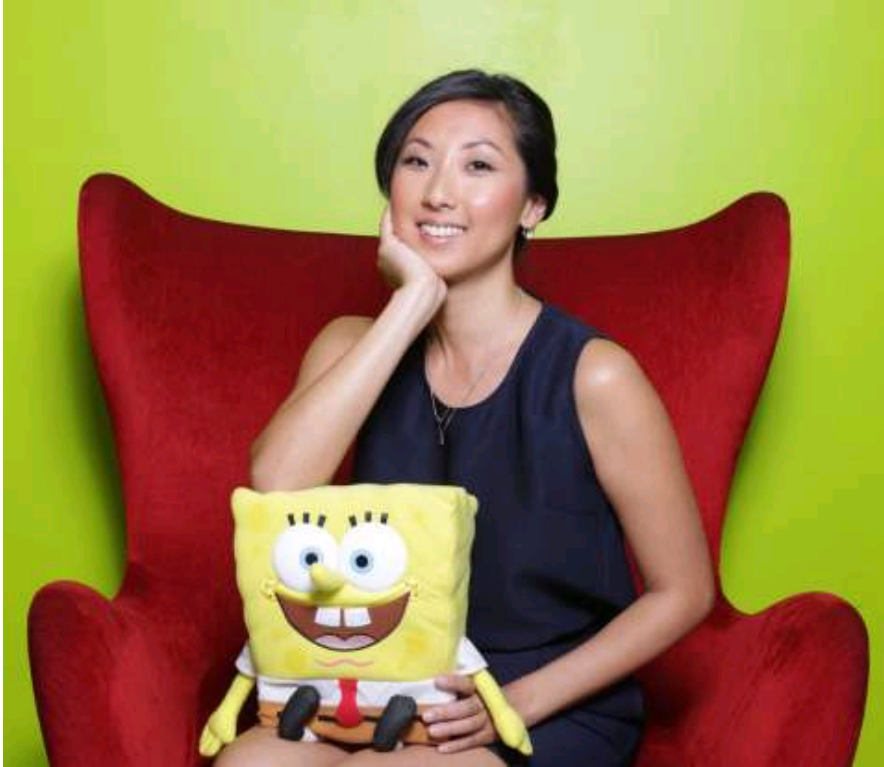


# Nickelodeon & Viacom Consumer Products Reveal New Fashion Collaboration "SpongeBob by Beatrix Ong"

Luxury collection set to Arrive at Retail Spring/Summer 2015

LONDON & LAS VEGAS--(BUSINESS WIRE)-- Nickelodeon & Viacom Consumer Products announces a collaboration with acclaimed London-based designer, **Beatrix Ong MBE** on a range of luxury SpongeBob SquarePants accessories, home wares and a selection of apparel set to appear in retail in spring/summer 2015.



"Anyone who knows me well, knows I love SpongeBob," said **Beatrix Ong MBE**. "The collections will imbue some of SpongeBob's fun sensibility into high fashion products; being able to combine two of my favourite things in this way makes this project an absolute joy and an honour to work on."

The five-year agreement will see the acclaimed designer release a luxury Toile de Jouy collection of products in selected retailers and international territories including Europe, Asia and North America. A separate core collection will also be developed.

"Beatrix Ong is a phenomenal designer and we know that through her vision, SpongeBob is set to be interpreted in ways that he never has been before and we cannot wait to see the results of our collaboration," said **Mark Kingston GM & SVP Nickelodeon & Viacom Consumer Products EMEA & Australia**. "SpongeBob's had quite the fashion-forward year and we are so pleased that Beatrix will be putting her own spin on one of Nickelodeon's most recognisable characters."

Photo courtesy of Nickelodeon (Beatrix Ong, SpongeBob SquarePants)

Nickelodeon & Viacom Consumer Products includes wallets, purses, make up bags, mobile phone covers, notebooks, bed linen, crockery, shirts, caps, dresses and swimwear. More details on the full SpongeBob by Beatrix Ong range and the retail partners for the line will be released at a later date.

The license deal between Beatrix Ong and

## About Nickelodeon & Viacom Consumer Products (NVCP):

Nickelodeon & Viacom Consumer Products (NVCP) oversees all merchandising and retail operations for Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading multimedia entertainment companies and home to such powerhouse brands as Nickelodeon, MTV, Paramount Pictures and Comedy Central.

With a diverse portfolio spanning animation, preschool, student and youth-oriented licenses, NVCP is committed to providing key partner development and innovative marketing solutions, ensuring the highest quality product offering across some of the world's most powerful TV and entertainment properties, including SpongeBob SquarePants, Dora the Explorer and Teenage Mutant Ninja Turtles.

## About 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 are seen globally in more than 450 million households in over 100 countries and territories via more than 70 locally programmed channels and syndication. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms.

## About Beatrix Ong MBE

London-based designer, Beatrix Ong has won her critical acclaim, an MBE on Her Majesty The Queen's 2011 New Year's Honours list, in recognition of her services to British Fashion, an A-list celebrity following and the receipt of the Freedom of the City of London in 2012. An alumni of Central St Martins, she began a career in fashion in earnest, her star ascended extremely quickly - from a fashion intern for Harpers Bazaar in New York to creative director of Jimmy Choo (a job she won aged only 22). In 2002, Beatrix Ong launched her eponymous shoe range, which quickly garnered significant attention and became available in Liberty, Harrods, Saks Fifth Avenue, Harvey Nichols and Dover Street Market (of which she developed an exclusive collection for). Her collections landed her a place on the Independent's Top 10 Leading Shoe Designers list, alongside Manolo Blahnik; as well as the nickname 'The New Choo'.

Beatrix Ong is growing further as a creative hub with Ong entering into as varied projects including film, retail, and technology collaborations as well as continuing her success as a renowned shoe designer, launching a new concept collection in Autumn 2014. [www.Beatrixong.com](http://www.Beatrixong.com)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140617006075/en/>

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