

GLOBAL ICONS TO REPRESENT EMIRATES OFFICIAL STORE

Agreement to build broader global platform for Emirates Airline's branded merchandise

LONDON, UK (8th February, 2017) – Industry-leading brand licensing agency, Global Icons LLC, announced today its exclusive worldwide representation agreement with Emirates Official Store, the branded merchandising arm of award-winning airline Emirates. The airline has become a major player in the aviation industry, renowned for leading market trends through its superior onboard product.

With a small base of licensed products in the travel accessories, apparel, models and toys space, Global Icons will propel the Emirates' branded merchandising program forward by expanding into a range of new categories, from apparel, sportswear, stationery, luggage, audio & electrical accessories, gifting, and toys & collectables to name just a few.

Through its licensing programme, Emirates Official Store aims to deliver new products that are in line with the airline's brand strategy, delivering powerful messages to further build on its brand equity around the globe. Merchandise will reflect the superior quality and innovation of the global brand, whilst celebrating the spirit of travel.

David Williams, General Manager at Global Icons Europe Ltd. stated, "Our agency is thrilled to partner with this amazing brand and deliver a premium brand experience, by introducing new consumer touch points, whilst maintaining and leveraging the success and the quality of the brand. It will be our priority to target prospective licensees able to develop products that reflect Emirates' brand values of innovation and travel inspiration.

ABOUT EMIRATES OFFICIAL STORE

Emirates Official Stores carry the airline's full range of merchandise – everything from model aircraft and travel accessories – to the *Little Travellers* children's collection and the *EK Fit* technical apparel range.

Starting as a line of corporate giveaways, Emirates has progressively developed its range of branded merchandise eventually launching its first Emirates Official Store in the 1990s. Emirates merchandise has grown in both range and popularity, and can be found being used, worn, collected and displayed by its customers and fans around the world.

For more information on the collections visit: www.emirates.store