

# Howard Robinson

[www.howardrobinson.info](http://www.howardrobinson.info)

It has been another busy year with many new challenges. I have finally completed a range of Dinosaur designs which have been waiting in the wings for the past couple of years and have been able to add new designs to the country cottage series that has done so well for Ravensburger UK. It is once again the Selfies that have taken up most of my time trying to keep up with demand. It is such a simple concept of adorable images of the animals and pets we all love joining into the worldwide craze for taking selfies. Realistically accurate Selfies then appeal to all ages and peoples worldwide and resulting in many incredibly varied products being published so far ranging from surfboards to baby grows and pet products to mobile applications.

A winner in the Independent Toy Awards 2016 and a nominated finalist in the LIMA International Licensing Awards in 2017 I have just been informed that I am fortunate to be once again nominated for the awards in Las Vegas in 2018. Creating Selfies has been hard work but an amazing success considering I am just working from my home studio taking care of everything from concept to artwork creation to promotion to final licensing deals. I hope this inspires other artists to show what is possible with a little creative thinking.





Selfies currently has 71 licensing partners across the UK, USA, Canada, Russia, Poland, France, Germany, Denmark, Finland, New Zealand, Turkey, Hong Kong, Taiwan & China producing over 122 products for Tourist destinations, National Parks, Zoos & Aquariums, Independent gift and stationery stores and gaining mass market placements in Wal-Mart, TRU, Staples, Target, Meijer, Aldi, Office Depot, Carrefour, Asda, Samsung app store.

Selfies have expanded into several new categories and territories. In digital media a collaboration with Butterfly-effected GmbH for a unique mobile application to produce a large range of Selfie phone and watch themes exclusive to Samsung. 1616 Media will soon be launching a new and unique range of Weavyword digital greetings. In home wares and soft furnishings Brumlow Mills using a new innovative printing process are producing a range of accent rugs and carpets which look fabulous. Klaus Herding GmbH launching a large range of Selfies designs for bedding and cushions in Germany and in the UK Texco Direct. 'The Mountain' achieving impressive sales of Selfies T Shirts have now expanded into many new products including blankets, throws, cushions, tote bags and pet beds, also in the US Trademark Global have licensed many designs for box canvas and metal prints. Walltastic with Murals and wall stickers for mass market, Reinders for posters and Karto Finland for office stationery and calendars are other new signings.

Highlights have been the huge growth and distribution of the worldwide lenticular 3D range with Prime 3D producing over 120 stationery and gift items and for the second year running over 1 million Selfie Puzzles being sold by various clients worldwide.



**Selfies**



Looking towards Asia and Australia in 2018 it already promises to be an exiting time for the Selfies brand with an early agreement with Pintoo in Taiwan to produce a range of innovative plastic puzzles. The demand for Selfies has been such that I have now appointed licensing agent Ramon Go to represent the Selfies in China, South Korea, Philippines and Indonesia. In April a new junior Selfies range will be unveiled by Howard at Licensing Expo in Tokyo, Japan.

Selfies in the Philippines continues to grow at a pace. The first of our Selfie sponsored students are about to graduate and the Capalonga Selfies basketball team who became champions last year are preparing for the new season and the defence of their crown. Selfies now also sponsor a second team, one with a bit of a difference, consisting of members of the Philippine police force, the 'Selfie Cops' will take to the court in 2018.

The most exiting news is that building is well under way on the creation of a new Selfie Beach Resort in the Philippines. I will be travelling out there for the opening of the first phase pencilled in for mid May before racing back for Licensing Expo in Vegas a few days later. A very busy but exiting time.

Howard  Robinson

# Selfies



**UK Independent Toy Awards Winner.**

**2x nominated finalist in the LIMA International Licensing Awards 2017 & 2018**

Licensing Expo, Vegas    Japan Licensing Expo,    Brand Licensing, London.    Mega Show, Hong Kong.