



News

Target's Storm Hawks swoop into Woolworths

Samantha Loveday Aug 13 2008, 10:28am

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UK High Street retailer to launch exclusive fashion range after direct to retail deal.

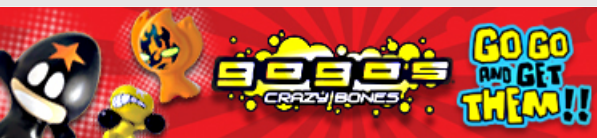


Target Entertainment has inked an exclusive direct to retail deal with Woolworths for a Storm Hawks fashion line until the end of the year.

The UK chain will launch a range of items based on the Nerd Corp boys action property in November including apparel, nightwear, underwear, dress-up, accessories and hosiery.

The range will be available in the top 243 stores, with further fashion items to be added through 2009. The Woolworths deal will become non-exclusive from next year.

Shelley Kerridge, head of licensing at Target, said: "We are delighted to be working with Woolworths on this direct to retail deal for Storm Hawks.



It's great to have the support of such a key High Street store and the brand is just going from strength to strength. We are sure Storm Hawks will work as well for Woolworths as it is doing for other retailers."

Storm Hawks is being supported by a growing number of licensees. Latest deals include Christy's Group as the dress-up partner; Sony for home entertainment; Topps Europe for trading cards and stickers; and Lightbody for celebration cakes.

The show will return to CITV/GMTV on September 8th, airing as part of the Action Stations block (on CITV channel and ITV4) at 8am, Monday to Friday. The show also airs three times a day, Monday to Friday, on Cartoon Network.

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