

The TOTAL LICENSING REPORT

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Avanti Signs LMA to Develop Brand Licensing Program

Avanti Press has appointed licensing agency Lisa Marks Associates to develop its Avanti brand licensing program. A comprehensive line of consumer products is planned, with initial collections targeting multiple categories, including apparel and accessories, gifts and stationery, domestics and home décor, media and publishing, office supplies, pet products, and party goods.

Avanti has delivered an independent greeting card collection to global retailers for more than 30 years. The humor brand is positioned in more than 15,000 stores in North America and thousands more in numerous countries worldwide.