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LMA Picks Up Artist Peter Mars

Dec 20, 2017 | By License Global

LMA will roll out a broad licensing program for apparel, accessories, home décor and more.

NORTH AMERICA—Lisa Marks Associates has partnered with the newly formed Peter Mars Authentic, pop artist Peter Mars' official brand, to expand the artist's presence across multiple categories.

Mars is known for his portrayals of American pop culture, which LMA will aim to expand into categories spanning apparel and accessories, home décor, gifts and collectibles, food and beverages, brand collaborations and more.

Commonly exhibited alongside artists like Andy Warhol and Jean-Michel Basquiat, Mars has successfully collaborated with Elvis Presley Enterprises, Muhammad Ali Enterprises, Carroll Shelby and Penguin Books on a range of products.

"Peter Mars is an icon among living pop culture artists, and we are thrilled to be working with him and his team," says, Lisa Marks, president, LMA. "Peter's perspective inspires a range of licensed product applications vis-à-vis his accessible yet sophisticated art. We are excited about developing this licensing program, which will include dynamic and varied products that will appeal to his existing fan base while introducing his art to new fans in a unique way."

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