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AND FASHION MEET



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FASHION-FORWARD
FANDOM**



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ABOUT THE REPORT

This year, License Global is enhancing its brand licensing coverage with the introduction of two special reports. What you're reading now is the inaugural report dedicated exclusively to the fashion category.

Fashion continues to be a driving force in the more than \$369 billion licensing industry, consistently ranking as a leading category for agents, licensors and licensees.

This report delves into how fashion has long celebrated fandom across diverse verticals, from food and beverage to pop culture moments, spanning both mass-market trends and haute couture. Gaming properties and retro brands are reshaping the licensing landscape, fueled by nostalgic kidult consumers who blend digital and physical lifestyles – manifested prominently in apparel. If gaming isn't part of your licensing strategy, it's time to reconsider: the physical gaming merchandise market is currently valued at \$609.2 million and is projected to exceed \$4.65 billion by 2037.

Additionally, License Global explores the growing influence of sports properties – including motorsports, pickleball and women's sports – on licensed fashion to engage new audiences and deepen connections with loyal fans.

Recognizing the evolving consumer landscape, License Global has expanded its award-winning Gen Z Report to include Gen Alpha (born between 2010 and 2024). By bridging the gap between these two generations, collectively referred to as Zalpha, the report highlights their rapidly increasing purchasing power. Retailers should take note: Gen Z and Gen Alpha are expected to account for 40% of fashion spending within the next decade.

While spring may symbolize change, the fashion industry showcases spring lines in the fall. Brand licensing, however, plans even earlier. Our report shows you the many ways to incorporate fashion into your brand licensing program for 2027 and beyond.



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GAP PRESENTS ROBERT INDIANA COLLECTION

Gap has announced the launch of a limited-edition collection in collaboration with Robert Indiana, the late artist known for his contributions to the pop art movement and his iconic “LOVE” artwork. The 16-piece capsule incorporates Indiana’s signature designs across Gap essentials, including tees, hoodies and accessories.

“We’re incredibly proud of how this collection brings Robert Indiana’s iconic artwork into the everyday lives of our customers,” says Hannah Bravo, senior director, licensing, Gap. “The Gap | Robert Indiana collection reflects our longstanding history of celebrating art and creativity, and it marks the debut of our Artist Series — a program that reimagines classic Gap essentials through the lens of world-renowned artists. Indiana’s work has shaped American culture for decades, and this collaboration feels like a natural extension of Gap’s deep roots in American art and our commitment to making meaningful, culturally resonant design accessible.”

The collection marks the debut of Gap’s Artist Series, a licensing program that reimagines classic Gap products through collaborations with world-renowned artists. It also highlights Gap’s connection to American art, which stems from the brand’s founders, Don and Doris Fisher, and their ties to the San Francisco Museum of Modern Art.

The Gap | Robert Indiana collection is now online and available in select Gap stores in the U.S., including locations in New York City, Los Angeles and Dallas.

E.L.F. COSMETICS, H&M PARTNER ON PERFUME LINE

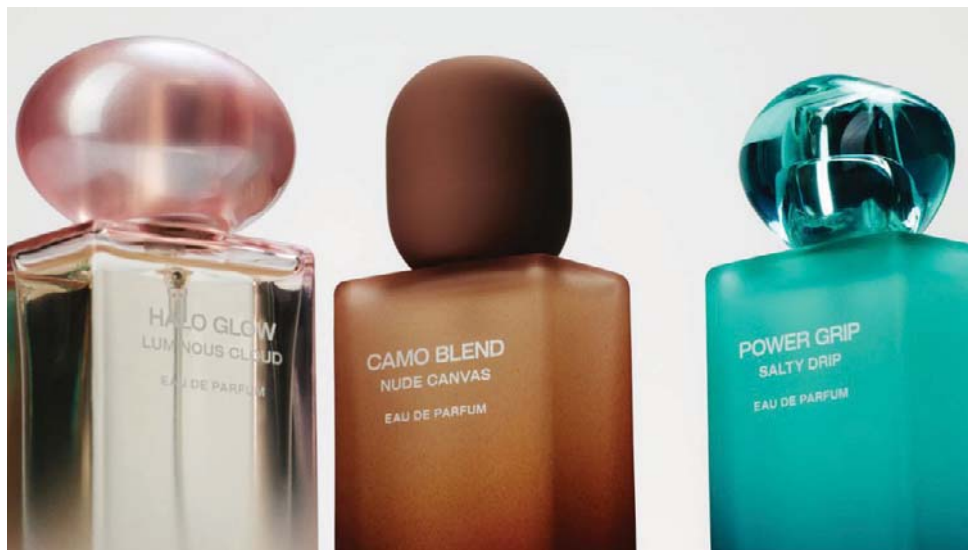
H&M and e.l.f. Cosmetics, a brand from e.l.f. Beauty, have released a new eau de parfum collection that marks a series of beauty firsts for both brands. Three of e.l.f.’s favorites – Power Grip Primer, Halo Glow and Camo – are interpreted through H&M’s fashion lens in the debut beauty partnership and e.l.f.’s first exploration into fragrance.

“This collaboration marks an exciting milestone for H&M as our first-ever partnership with another beauty brand,” says Cathrine Wigzell, general manager, H&M Beauty. “e.l.f.’s clear point of view and strong emotional connection with its community made this a natural collaboration for us. Being part of e.l.f.’s first venture into fragrance is especially meaningful, and together we set out to create something unexpected – bringing premium craftsmanship to fragrance in a way that is modern, expressive and accessible. This collection reflects our shared belief in democratizing access to high-quality beauty experiences.”

“The world is craving more liberation, imagination and self-expression,” says Kory Marchisotto, chief marketing officer, e.l.f. Beauty. “e.l.f. and H&M answer

the call with a multi-sensory journey extending the boundaries of fan-favorite franchises Power Grip, Halo Glow and Camo. This is the rhythm of kindred spirits force multiplying to unleash the power, pace and curiosity of fashion and fragrance. This is the best of beauty made accessible to the happy many.”

Complementary limited-edition accessories, including Power Grip – Salty Grip gripping socks, Halo Glow – Luminous Cloud charm and Camo Blend – Nude Canvas bowling bag and mini bag, were also available when the fragrances launched in January at selected H&M stores worldwide and online at hm.com.



SEPHORA AND TABASCO DEBUT BEAUTY COLLECTION

In a deal facilitated by IMG Licensing, Sephora and Tabasco are joining forces to launch a limited-edition lip gloss collection that brings the hot sauce brand into the beauty aisle. The collaboration features Sephora's Outrageous Plump Volume Effect Lip Gloss, infused with chili pepper extract and formulated with hyaluronic acid to help moisturize lips for a visibly plumper look.

The gloss is available in four shades, each inspired by Tabasco sauces and their varying levels of intensity:

- Jalapeño – A clear green that's ultra discreet once applied, for those who like a subtle dose of boldness.
- Sriracha – A warm, translucent brown that's subtle yet well-seasoned.
- Tabasco Red – A bright, spicy red with a zesty glossy finish.
- Extreme Heat – Intense sensations ahead. A clear black with plum highlights for the most daring.

Each gloss comes with a silicone travel case inspired by Tabasco labels, along with a key ring and chili charm. A limited-edition set featuring all four shades will also be available, offering consumers a chance to test and discover their own level of spice. This collaboration marks Tabasco's debut into beauty category, while remaining true to its bold, playful DNA.



COACH, GLASSESUSA.COM LAUNCH EXCLUSIVE FRAME

GlassesUSA.com has partnered with Coach to launch a limited-edition eyeglass frame available exclusively on the online eyewear retailer's platform.

The collaboration introduces a frame that combines fashion insight, consumer data and trend expertise. The design features a soft milky pink tone that GlassesUSA.com's data identified as a leading color for 2026, paired with a silhouette that merges a cat-eye with butterfly shape influences. The frame includes shiny accents along the temples and Coach's signature C motif.

The partnership targets Coach's focus on connecting with younger, digital-first consumers by extending the brand's design approach into eyewear through exclusive, trend-led products created directly with Coach's design studio.

"Coach holds a powerful appeal among younger, fashion-forward consumers, and the data made their direction a natural fit," says Mor Margalit, director, brand merchandising, GlassesUSA.com. "Pink tones ranked among the highest in engagement across our audience, cat-eye silhouettes remained top performers, and shiny, jewelry-like details continued to rise in demand. Bringing these signals together with Coach's design language allowed us to pick this frame that feels both trend-correct for 2026 and unmistakably Coach."

"Our collaboration with Coach reflects our commitment to our customers – bringing them the styles, quality and exclusivity they expect from GlassesUSA.com," says Or Zinger, vice president,

brand marketing, GlassesUSA.com. "We constantly look for new ways to deliver the most trending designs we know they'll love, as part of our promise to remain the number one destination for designer eyewear online. And this is just the beginning. In 2026, you'll see even more exciting collaborations and exclusive drops like this one, so stay tuned."

The limited-edition Coach x GlassesUSA.com milky pink frame will be featured across the company's 2026 campaigns.





OLYMPIA LE-TAN UNVEILS 'LE PETIT PRINCE' COLLAB

Olympia Le-Tan, a French luxury clutch brand, has announced its new exclusive collaboration with “Le Petit Prince,” a literary piece by Antoine de Saint-Exupéry, which has been translated in more than 600 languages. The limited-edition collection pays tribute to the spirit of childhood, imagination and wonder.

Bringing magic to life through soft colors, intricate details and delicate embroidery, each piece captures the poetry of Saint-Exupéry’s universe and the beauty found in simplicity. The collection reflects a story that continues to inspire hearts across generations.

Continuing its tradition of transforming literary heritage into wearable art, Olympia Le-Tan presents four clutches and three tote bags. Each design reveals a different scene of the book: the Little Prince sitting on his tiny planet, traveling among the stars, looking at the stars from his moon or dreaming beside his cherished rose. All clutches are numbered from 01/77 to 77/77.

“This collaboration with Olympia Le-Tan translates the poetry of ‘Le Petit Prince’ into a true piece of fashion, where craftsmanship, imagination and emotion meet,” says Le Petit Prince in a statement. “Through Olympia Le-Tan’s savoir-faire, the story’s delicate universe is expressed in creations that invite people to wear a sense of wonder, curiosity and timeless elegance.”

“For a house that transforms literature into wearable art, ‘Le Petit Prince’ is the ultimate masterpiece to explore,” says Aude Sergent, chief executive officer, Olympia Le-Tan. “We didn’t just want to create bags; we wanted to capture the book’s tenderness and nostalgia in every stitch, creating pieces that feel as timeless as the story itself.”

Available in March, the limited-edition collection combines Olympia Le-Tan’s craftsmanship and the poetry of Le Petit Prince, offering fashion collectors, literature lovers and dreamers a series of refined high-end bags.

SWIZZELS, SUNKISSED DEBUT COSMETICS/WELLNESS LINE

Blonde Sheep Licensing has unveiled a new collaboration between Swizzels and Sunkissed. Owned by Rainbow Cosmetics, Sunkissed have secured the rights to Swizzels portfolio of brands to create a range of toiletries and cosmetics which they will roll out over the next three years.

“The Sunkissed products are perfect for Swizzels, their bright colors and fun eye-catching styles reflect the essence of the Swizzels brands,” says Natasha Dyson, founder and chief executive officer, Blonde Sheep Licensing. “The Love Hearts range looks beautiful, and the launch is perfectly timed to allow consumers to share the love around Valentine’s Day. I’m excited to see what’s next.”

The Sunkissed x Love Hearts range captures the spirit of Love Hearts through an assortment of products, including Lemon Sherbet Shower Whip, Blackcurrant Body Lotion, Blackcurrant Hand Cream, Pineapple Body Whip and a Blackcurrant Soap and Scrub. The products are now available in Asda with more retailers to follow from mid-February.

Swizzels is the largest British owned sugar confectionery manufacturer in the U.K. and the creators of Love Hearts, Squashies, Drumstick, Refreshers and Parma Violets sweets. Sunkissed, a U.K. beauty brand owned by Rainbow Cosmetics, was established in 2006 and has built a reputation for its vegan and cruelty-free products.

“We are delighted to be partnering with Swizzels’ Love Hearts on this exciting collaboration,” says Stephen Sharman, manag-

ing director, Sunkissed. “Our brands are closely aligned in values, with a shared commitment to creating joyful, high-quality and affordable products. Both proudly based in Manchester, this partnership brings together Sunkissed’s beauty expertise with the iconic, playful spirit of Love Hearts, resulting in a collection that truly celebrates color, positivity and self-expression.”



VIKTOR&ROLF RELEASE MATTEL 'CINDERELLA' DOLL

Fashion house Viktor&Rolf, Mattel and Disney have announced the launch of the Viktor&Rolf x Disney Collector "Cinderella" Doll, a limited-edition collectible that merges fashion, fantasy and storytelling. The doll debuted during Paris Fashion Week at Musée des Arts Décoratifs in January.

Inspired by Viktor&Rolf's spring/summer 2019 Haute Couture Fashion Statements collection, the doll features a sculptural gown, glass high heels and a smartphone frozen at 11:59 p.m., reimagining Disney's "Cinderella" as a modern, fashion-forward muse. The collaboration marked the conclusion of Disney's 75th anniversary celebrations for the 1950 film.

"We have a longstanding fascination with dolls. Already as children, dolls functioned as ersatz runway fashion models that allowed us to dream and project our fashion fantasies into the world," say Viktor Horsting and Rolf Snoeren, co-designers. Viktor&Rolf in a joint statement "A lot of our interest in dolls is connected with our childlike attraction to the mystery and glamour of fashion itself. This dreamy sense of wonder has never quite left us."

"This collaboration with Disney Princess and Viktor&Rolf is a bold celebration of reinvention," says Robert Best, vice president



doll product design, Mattel. "By uniting Disney's timeless storytelling with Viktor&Rolf's avant-garde luxury fashion and Mattel's legacy of design innovation, we've created something far beyond a doll. It's a statement piece, a love letter to fashion, fantasy, and fearless creativity."

"Our bold collaborations with leading brands continue to push the boundaries of Disney's storytelling in fresh, culturally relevant ways," says Paul Gitter, executive vice president, global brand commercialization, Disney Consumer Products. "This unique partnership with Viktor&Rolf and Mattel fuses contemporary fashion, art and

nostalgia to create an elevated, one-of-a-kind collectible – reimagining the essence of Disney Princesses through a modern, fashion-forward lens."

A 30-minute documentary special, "Disney Princess: Create Your World – Mattel and Viktor&Rolf," will debut on Hulu and ABC-owned television stations' digital platforms beginning March 24. The episode will explore the creative process behind the doll and is part of the Create Your World series.

Presale for the Viktor&Rolf x Disney Collector "Cinderella" Doll began in January on MattelCreations.com and Viktor-rolf.com with product availability beginning in early spring.

KAROL G TO WORK WITH REEBOK ON A GLOBAL SCALE

Reebok and global recording artist Karol G have announced a multi-year partnership as the brand reintroduces Reebok Classics for a new era. Karol G joins Reebok as a global brand ambassador that positions her at the center of the brand's storytelling, content and upcoming global activations, most notably as the campaign star of Reebok's new "Born Classic. Worn for Life." campaign.

"I'm so excited to join the Reebok family, says Karol G. "I've been wearing Reeboks for as long as I can remember, so becoming a global brand ambassador feels like a full-circle moment. Reebok Classics have a rich foundation and heritage in style, which is really important to me when it comes to fashion, and I love that I'll get to be part of the brand's story and show the world how I take Reebok with me wherever I go."

As the GRAMMY-winning global recording artist continues to ascend as one of the most influential global artists of her generation, Reebok will elevate its Classics assortment like never before while tapping her for style and cultural-influence inspiration. In its new era, Reebok reintroduces the brand's beloved lifestyle sneaker silhouettes in 100% real garment leather, offered in both unisex and women's-only.

On Feb. 18, the Reebok Classics SS26 garment leather collection will launch for sale including: the Workout Plus (unisex) Freestyle Lo (Women's), Club C 85 (Unisex) and classic leather (Unisex and Women's). Reebok Classics will continue to drop in a variety of colorways and model iterations focused on both today's top trends and heritage designs.

"'Born Classic. Worn for Life.' celebrates the enduring influence of Reebok Classics,

connecting the brand's heritage in footwear excellence with icons from past and present," says Todd Krinsky, chief executive officer, Reebok. "With Karol at the forefront, we're redefining how a new generation experiences the legacy of Reebok Classics through individuality, confidence and style."

In the seasons ahead, Reebok and Karol G will also introduce an exclusive collection co-designed by the multiplatinum artist.



THE GEN Z ALPHA

FASHION REPORT



FASHION-FORWARD BRANDS AND PRODUCTS DRIVE GEN Z AND ALPHA,
BOTH OF WHICH ARE RAPIDLY EXPANDING IN PURCHASING POWER.

BY MCKENNA MORGAN

FASHION AND YOUTH culture are intrinsically intertwined. The youngest generations have shifted fashion and culture for ages, and as they become old enough to propel fashion evolution, brands must take note of what these generations value to snag important consumer spending dollars. As fashion trends in brand licensing continue to evolve and an additional generation gains more purchasing power, License Global looks at what drives purchasing decisions for both Gen Z and Gen Alpha in the fashion and beauty space. Together, Gen Z and Gen Alpha are projected to account for 40% of fashion spending within the next decade, according to data from Boston Consulting Group. They also found that these generations spend 7% more of their disposable income than previous generations on clothing and shoes.

Generation Alpha, defined as those born from the early 2010s to 2024, is beginning to enter the market as a consumer (both with and without their parents' permission) as they reach their teenage years. Notably, this is also the first generation born entirely in the 21st century and one that is growing up fully immersed in digital technology and social media. Gen Z is defined as being born from the late 1990s to 2009, a generation that has fluidity between their online and offline worlds. The younger end of Gen Z and the older end of Gen Alpha connect these two generations together. Colloquially called "Zalpha," older Gen Alphas and younger Gen Zs often share experiences and follow similar fashion trends.

“Younger consumers represent one of the most powerful spending forces in fashion, yet they are also the hardest to win and keep.”

– Mrin Nayak, Boston Consulting Group

A powerful force in the fashion world is brand licensing, collaboration, extension and partnership, a practice that allows intellectual property to enter a creative playground of consumer products and engage audiences in new ways. When these digitally native generations combine with the licensed fashion industry, the results reflect the trajectory of the modern brand licensing business, a practice driven by collections, drops, creative collaboration and fan-first products that build on the emotional connection between brand and buyer. The fashion space continues to evolve as these young consumers do, and brands are already looking for new ways to engage with new generations of consumers.

Apparel and accessories have long been categories of significant importance in both fashion and brand licensing, from the logo-slapped tees of a bygone era to the trend-led retailers of today. Apparel, in fact, plays a crucial role in brand licensing strategy. License Global's

Opposite Page

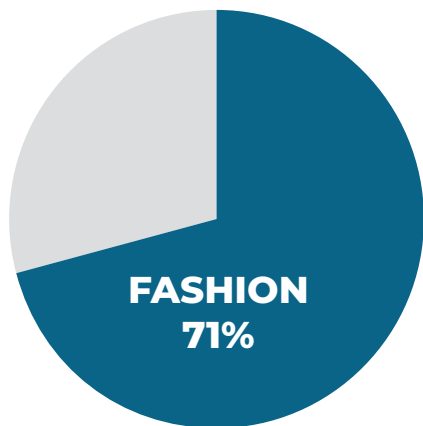
Pacsun's upcycled collection, PS Vintage Powered by SPRINGY.

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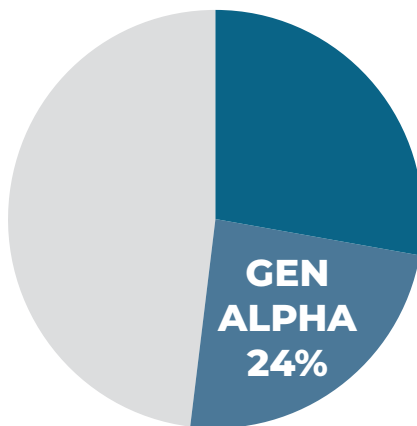
Bloomingdale's AQUA x "Wuthering Heights."



AGENT CATEGORIES



FASHION INTEREST



License Global's 2025 Top Agents whitepaper reveals that not only is fashion the most strategically important category amongst agents (at 71%), but Gen Z and Gen Alpha were two of the biggest generations of interest, at 28% and 24%, respectively.

2025 Top Agents whitepaper reveals that not only is fashion the most strategically important category amongst agents (at 71%), but Gen Z and Gen Alpha were two of the biggest generations of interest, at 28% and 24%, respectively.

"Younger consumers represent one of the most powerful spending forces in fashion, yet they are also the hardest to win and keep," says Mrin Nayak, managing director, partner, Boston Consulting Group. "Their shopping patterns are fluid and unpredictable, driven by a search for brands that reflect their values and identities while maintaining cultural relevance. Winning them over represents a defining opportunity for brands to build long-term loyalty."

GEN Z'S FASHION TRENDS

With Gen Z's distinct preferences, categories within fashion are rapidly expanding and no longer fit within the traditional boundaries of "apparel." Athleisure, particularly sports and streetwear, are increasingly important sub-sections of the fashion universe, according to Gen Z. The freedom of expression offered by streetwear, for example, allows Gen Z to incorporate eclectic themes, fan elements, comfort and, more importantly, the increased focus on identity. Nostalgia and music, two more significant verticals within the licensing and fashion markets, have once again found their footing with the Gen Z tribe as they continue to look for comfort and community-led connections with brands.

Licensed T-shirts featuring retro brands such as pre-social worlds like "Friends" and "Sex and the City," Y2K styles or music from the '90s is a significant escape for Gen Z. 42% of Gen Z listen to music to escape from reality according to GWI, while 37% feel nostalgic for the '90s – even though the generational window stretches from 1997-2009.

GWI continues to note that, while most of the generation was either very young or non-existent in the '90s, it's more about vibe than experience. The halcyon days of the 1990s are a big draw for the market and something that is coming through in the brands and styles they engage with. Movies (71%) and music (64%) are the main drivers for that sense of nostalgia with Gen Z, leading to fashion trends such as '90s hip-hop T-shirts, low-rise and baggy jeans.

In retail, "omnicommerce" is a prevailing trend. Gen Z is increasingly snubbing mainstream fast fashion for finding old brands and licensed goods within flea

This Page
Pacsun's UFC Collection.

Opposite Page
"Ghostbusters" x Timberland.





Around half of Gen Z shoppers have purchased a dupe product, according to Mars United Commerce.

markets, vintage shops and platforms such as Vinted. According to a Business of Fashion (BoF) survey – conducted with Gen Z entrepreneurs Juv Consulting into fashion trends across the age range – Gen Z's fourth most shopped store type was specialist fashion stores; they were likelier to buy from a specialist fashion store than previous generations. Gen Z also drives growth in the secondhand market, more than any other generation.

“Dupe” culture is another huge trend amongst Gen-Z. With tariffs disrupting the global supply chain and inflation's trend of cooling coming to a halt, many are choosing to spend their money on affordable alternatives to products rather than the originals. Around half of Gen Z shoppers have purchased a dupe product, according to Mars United Commerce. Cafeteria, an app that aims to build relationships between brands and teenagers, says that the biggest dupe categories are in cosmetics, fragrances and luxury brands. High-name brand recognition and high-quality products, however, were more immune to dupe culture. It's not about the exact brand; it's about the quality of the product itself and the sense of identity those products bring.

Gen Z is seemingly immune to brands setting the trend and more engaged with microtrends that emerge from community, identity and confidence, such as Barbiecore or Coastal Grandma.

GEN ALPHA: INSPIRED BY GEN Z, BUT CARVING THEIR OWN PATH

Much like Gen Z, Gen Alpha is discovering new brands online, but at an even larger rate. According to BoF, nearly 60% of Gen Alpha finds fashion brands of interest through online platforms. Gen Alpha also finds trends on TikTok and YouTube. Aesthetics inspired by coquette,

Y2K, kawaii and others influence how this generation dresses, along with how-to guides and “Get Ready with Me”-style videos on social media platforms. A trend that's here to stay is the impact of the influencer. A survey from Traackr found that 63% of shoppers say they're more likely to buy products from an online influencer they trust.

Unlike their generational predecessors, Gen Alpha's take on these fashion trends are heavily influenced by online video game servers like Roblox and “Fortnite.”

Web3 characters like Pudgy Penguins catch the eyes of Gen Alpha and have resulted in engagement with the characters on Zigazoo, a social media platform designed especially for this generation. Engagement online equals potential for fashion licensing. Pudgy Penguins recently released a line of tote bags, pins and embroidered caps with Dr. Garmentz, as well as a streetwear collab with OMI.

“These collaborations speak to how our characters are inspiring the world to co-create with us,” says Luca Netz, chief executive officer, Pudgy Penguins.

Co-creation is what Gen Alpha craves. The digital aesthetics of personalized

Web3 characters has resulted in Gen Alpha moving toward even more hyper-personalized aesthetics than Gen Z. Bold colors, DIY culture and uniqueness are of utmost importance to Gen Alpha. Brand familiarity is also of importance to this generation.

“Gen Alpha is not driven by nostalgia in the same way as older generations,” says Justin Clinger, vice president, ecommerce and brand marketing, Odd Sox. “They connect with what feels familiar in their everyday lives, what is trending right now and how quickly they can engage with it. They have been conditioned for immediacy and tend to value experiences over nostalgia. For us, that means spending less time focused on legacy references and more time leaning into licenses that already show up naturally in kids' worlds. We look for brands with strong visual identity and broad cultural presence, then design product that feels playful, bold, and easy to connect with. Moving faster than traditional licensing models allows us to stay in step as interests shift.”

What Gen Z and Gen Alpha look for in fashion is similar, but these generations cover a wide age range and thus, preferences do shift slightly.

Gen Z and Gen Alpha are projected to account for 40% of fashion spending within the next decade.





Gen Z is getting older and so is their taste in purchases. A Statista survey noted that for Gen Z, comfort was voted the most important criterion when choosing apparel in 2023, at 57%, followed closely by quality. Peer influence nearly doubles, rising from 10% among the youngest to 18% among teens.

Gen Z is growing into the generation with the most purchasing power, but though Gen Alpha are all still children, that doesn't mean they aren't gaining momentum in the fashion world. Childrenswear accounts for \$171 billion in apparel and footwear global sales, according to the World Market for Apparel and Footwear

Report by Euromonitor's market research hub, Passport. The report also notes that childrenswear is expected to outperform the wider apparel and footwear industry by 2028, largely driven by socio-demographic factors in Asia Pacific, Middle East and Africa and Latin America.

BRAND EXTENSIONS CAPTURING YOUNGER GENERATIONS' ATTENTION

Gen Z and Gen Alpha's digital nativity has resulted in different consumer behaviors and styles than those of the generations before. Their tastes are traceable and specific through the influence of the digital age, and as this generation continues to grow, companies are pivoting to appeal to their tastes and interests. PUMA, a Gen Z favorite, spoke with License Global about the industry's challenges and how the brand continues to capture the attention of its Gen Z consumers.

"It's quite a big challenge to ensure the industry is keeping up with the constant digital evolution and the growing amount of fashion trends created by social media influencers," says Inês Vasconcelos, junior product line manager, motorsport apparel, PUMA. "The fact that so much information is available nowadays, especially online, leads to Gen Z being constantly 'thrown' into a pool of fashion ideas and

“We notice Gen Z prioritizes eco-friendly and recycled materials in every garment, to which we pay close attention by opting to use Refiber materials for our collections, for example. At the same time, oversized and comfortable but stylish fits are also heavily influencing this generation and, consequently, those fits are also implemented mostly in our lifestyle ranges.”

– Inês Vasconcelos, PUMA

influences to follow the most recent trends. Currently, we notice Gen Z prioritizes eco-friendly and recycled materials in every garment, to which we pay close attention by opting to use Refiber materials for our collections, for example. At the same time, oversized and comfortable but stylish fits are also heavily influencing this generation and, consequently, those fits are also implemented mostly in our lifestyle ranges."

Market research now has more active involvement from the consumer base. Trends, values, product reviews and more are often posted online, allowing PUMA and others to recognize trends and business practices necessary to keep engagement. Other retailers notable to Gen Z, like Pacsun, have also leaned into the tools of the digital age to garner consumer engagement.

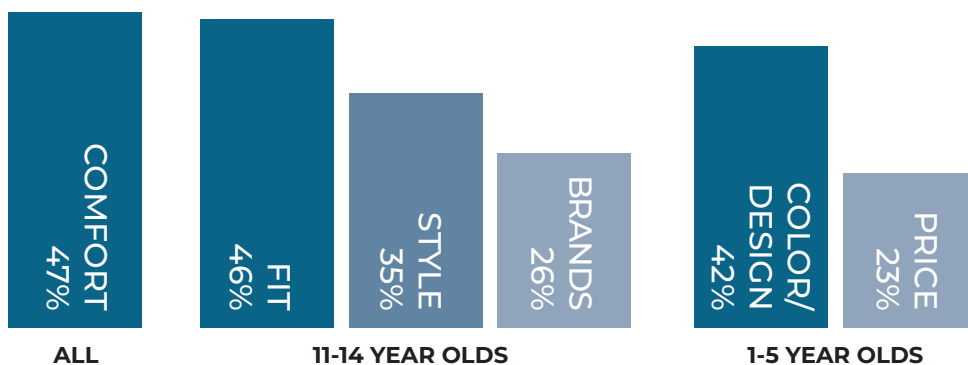
"The digital evolution has transformed the fashion industry, accelerating the pace at which trends emerge and evolve," says Brieanne Olson, chief executive officer, Pacsun. "Today's consumers expect immediacy and relevance and the key to keeping up is being able to adapt. Social media is now where trends are born and amplified, which is why we've invested heavily in digital marketing, influencer partnerships and user-generated content. At Pacsun, we are deeply engaged on platforms like TikTok, where our audience is constantly discovering new styles. The rise of e-commerce has also pushed us to innovate our digital storefronts and apps to create shopping experiences that are as seamless as possible. Retailers need to do more than just create clothes, they need to create opportunities to engage with consumers in real time, meeting them where they are and making fashion an interactive part of their lives."

Rob Corney, group managing director, Bulldog Licensing, notes that an apparel line's success stems from connectivity with the consumer. Audience connection is key for any type of fashion collaboration, and serving the needs and desires of each generation of fandom is essential. This way, the parents buying for kids and the teens and young adults buying for themselves are all drawn to the product.

Opposite Page
Pudgy Penguins T-shirts from OMI and the Penguin Love duffel for Pengu Pier.

This Page
Miraculous LPP.

In September 2025, Numerator released its Gen Alpha Shopping Trends to Expect in 2026. It found that comfort is the universal baseline for young consumers (47% surveyed said so), but among 11-14-year-olds, fit (46%), style (35%) and brands (26%) dominate. The youngest (1-5) lean most on color/design (42%) and price (23%), reflecting parent-led, character-driven decisions.





“In developing apparel lines for any brand, it’s important to understand what question we’re asking of the consumer,” says Corney. “For self-purchasing products/brands, like those that target an older child or adult consumer, purchase decisions tend to be driven by a desire to belong to a specific tribe, or by a desire to benefit from a specific brand value which they associate with the license in question. If you look at sports or music products, for instance, the tribes tend to be very keen to express their brand love in a very demonstrable way – product tends to very obviously belong to the brand in question, enabling the wearer to demonstrate their identification with that property as a beacon of friendship to other fans or a challenge to people who may support other properties in the same genre.”

Corney adds that instantly identifiable product lines are successful for many verticals involved in fashion licensing, but some prefer a more sophisticated in-universe iconography, similar to how a fashion label may use its branding. This enables the wearer to either sport the line as a fashionable product or to signify their love of the property, but only to other members of the fandom.

“A brand like ‘That’s not my...’ has a huge number of characters to choose from, each of which is designed in its inimitable style,” continues Corney. “With the brand user being an infant, the target consumer is parents, grandparents and gift-givers, rather than the user themselves.”

Blues and Poetic Brands, apparel partners for “That’s My...,” have incorporated the elements of the books into clothing, utilizing appliqué patches to ensure the product consistently relates to the core values of the property that relate to numerous generations of buyers.

Miraculous Corp, known for its show, “Miraculous: Tales of Lady Bug and Cat Noir,” spans a wide age range, with Roz Nowicki, global head, consumer products, Miraculous Corp, working to serve fans as young as three to young adults and parents.

“That’s a broad spectrum, so we take a multi-pronged approach in both marketing and consumer products,” says Nowicki. “For our youngest fans, we have casual-wear such as the range from Polish fashion leader LPP for their Sinsay brand that includes bold graphic tees, PJs, leggings and swimwear. Tween audiences – our 8-to-12-year-olds – look up to older fans and want to dress like them. For this age range, our responsibility is to deliver styles

Beauty Inc. notes that Gen Alpha is responsible for 49% of skincare sales growth.



This Page
Chupa Chups and H&M’s beauty line.
Opposite Page
e.l.f. Beauty’s “Glow Up” on “Roblox.”

that are aspirational yet age appropriate. In 2026, we'll be expanding our offerings for this demographic with more street-style fashion that is bold, edgy and accessible. Staying true to the 'Miraculous' brand while remaining on trend is essential to our fashion strategy. It's all about balancing style with authenticity."

Balancing trending styles and brand authenticity can be tricky, but Nowicki notes that upcoming trends in the fashion space can often match with a brand's ethos.

"Fashion is cyclical and we're seeing a return of bold, fun elements – bright colors, stripes and animal prints are all trending for spring," continues Nowicki. "Interestingly, polka dots are also back, which ties in perfectly with Ladybug's signature look. While we've intentionally broadened our design language beyond dots, they'll always remain a core part of our identity."

Nowicki remarks that the most significant trend is that leaning into individuality is key for serving all generations, particularly Gen Alpha and Gen Z.

"Today's Gen Z and Gen Alpha consumers are using fashion to express who they are," says Nowicki. "They follow trends but remix them to create their own unique styles. This focus on self-expression aligns perfectly with 'Miraculous' Ladybug, where each 'shero' has distinct powers and gains confidence by embracing her individuality."

PERSONALITY IN ACCESSORIES

Apparel isn't the only kind of fashion driving Gen Z's spending. Footwear and other accessories are also a huge touchpoint.

"Accessories and footwear continue to be strong categories for licensing because they are easy, fun and expressive," says Clinger. "Consumers want licensed product that feels wearable and design-led, not costume-like. We are also seeing a clear shift toward smaller drops and faster turnaround. Shorter cycles make it easier to stay current and respond to culture as it evolves, which is especially important with younger audiences who expect newness. These categories work well because they lower the barrier to entry. Kids and teens can experiment with style and personality without a big commitment, which makes licensed accessories and footwear feel accessible and relevant."

These brands have also found success through licensed collaborations. Dr. Martens x "Wednesday" launched a

second iteration in October 2025. Crocs dropped a collab with Gen Z podcasting favorite Alex Cooper of "Call Her Daddy" and Timberland x "Ghostbusters" made recent headlines.

Also notable in fashion are accessories like jewelry, bags and belts. Like many Gen Z trends, accessories have reached Gen Z's hearts via TikTok. Jane Birkin, the British-French actress and singer known as the muse of Hermes' Birkin bag, wore hers with multiple adornments. The result was what WGSN called "chaotic customization," a trend inspired by maximalist aesthetic tastes and a desire to show off favorite IPs and personality traits. Think of as many keychains, stickers, patches, bits and bobbles as possible.

A recent hit in this trend is Labubu, a part-toy-part-bag-charm character that is appealing to both Gen Z and Gen Alpha. Labubu's popularity significantly contributed to 2024's \$1.81 billion revenue for POP MART, the brand behind Labubu, with the IP alone raking in a reported \$419 million for the brand that year.

“Beyond favorite IPs, Gen Z and Gen Alpha want to reflect every part of who they are in their purchases.”



BEAUTY AND SKINCARE

Makeup is used as another self-expression tool, and multi-step skincare routines have become a mainstay amongst Gen Alpha. Statista reports that Gen Zers spend more than \$2,000 annually on beauty products, while insight technology consultants, aytm, found that children ages six to 12 spent more on makeup and skincare than any other generation, at \$4.7 billion in 2023. Gen Alpha are shopping at high-end makeup stores to make “skincare smoothies” and buy high-end makeup products. (Thousands of videos on the subject have gone viral on TikTok.)

Beauty brands are keeping up with this trend by creating licensed products that are safe for young consumers, featuring Gen Alpha’s favorite licensed properties. In Ukraine, for example, Mr.SCRUBBER teamed with The Smurfs for a children’s cosmetics line.

For Gen Z consumers, licensing also draws in purchases, with lines like Dove x “Bridgerton” leading the charge. With an upcoming fourth season of “Bridgerton” on Netflix this year, Gen Z fans can show their fandom through their skincare.

“‘Bridgerton’ has influenced a cultural movement for embracing your own real beauty, which is very true to the Dove brand,” says Marcela Melero, chief growth

officer, Dove Personal Care North America and Dove Masterbrand. “We are thrilled to bring this limited-edition collection to Dove and ‘Bridgerton’ fans everywhere, allowing fans to experience the signature Dove care paired with scents and stories that capture the elegance, intrigue and grandeur of the ‘Bridgerton’ universe.”

e.l.f. Beauty continues to lead in the cosmetics industry and it’s hoping to engage Gen Z and Gen Alpha by meeting them where they are: online. e.l.f. Beauty developed a makeup game and virtual beauty experience, “Glow Up!” with eGen and Exclusive. Players can access “Glow Up!” through the “e.l.f. UP!” Community on Roblox.

“Our community doesn’t want to be marketed to – they want to be invited in to play, create and express themselves,” says Patrick O’Keefe, chief integrated marketing officer, e.l.f. Beauty. “With ‘Glow Up!’ we build an experience rooted in co-creation and belonging to support the majority of gamers who use character personalization to reflect who they are and what they stand for. Self-expression isn’t a feature – it’s essential.”

HOW GEN Z AND ALPHA SHOP

Beyond favorite IPs, Gen Z and Gen Alpha want to reflect every part of who they are in their purchases. Whether

apparel, footwear, accessories or beauty, selecting partnerships that align with the desires of such dynamic generations is a challenge, but leaning into their values is a good place to start.

In 2025, Edelman released its “Winning with Gen Z: Embracing Intention and Values for Brand Success” report that showcases what the demographic is like and what they’re looking for.

“Gen Z is opinionated and vocal, shaped by the seemingly unprecedented number of challenges facing the world today,” says Amanda Edelman, chief operating officer, Edelman Gen Z Lab. “This vocalness can intimidate companies; for some, communication paralysis manifests, making it difficult for companies to commit to actions that earn and maintain the generation’s trust. Yet brands cannot afford to bury their heads in the sand. Gen Z makes up 40% of the consumer market worldwide and wields tremendous influence over every other generation, across not just what we buy but how we live and what we believe. This relationship is bidirectional, with Gen Z trusting businesses more than any other institution. Gen Z looks to brands beyond just a transactional purchase; they use brands to express who they are, connect with similar people and determine who they don’t share values with.”



According to digital marketing agency Spiralytics, Generation Alpha is growing up faster in the digital age, with eight out of 10 favorite brands of Gen Alpha overlapping with those of Gen Z.

Gen Alpha's accelerated exposure and interconnection with preceding generations' tastes and preferences create less of a rift between Gen Z and Gen Alpha. Gen Alpha is heavily inspired by self-expression, much like the generation before them.

Gen Alpha's and Gen Z's innovation, mixed with their hunger for brand connection and brand familiarity, is shifting the fashion industry to be more diverse than ever. Fashion brands must be quick on their feet and willing to innovate to keep up with these generations as they gain spending power.

FASHION RETAILERS THAT DRIVE YOUNGER GENERATIONS

According to the License Global Leading Licensees whitepaper, retailers have seen increased consumer activity across both brick-and-mortar and e-commerce channels. A variety of these retailers have captured the attention of Gen Z and Gen Alpha, working to increase both online and in-person traffic. One such retailer is Sephora. As mentioned previously, high-end cosmetic stores like Sephora have become somewhat of a "playground" for younger consumers, and the cosmetics retailer is leaning into that reputation to snag Gen Z and Gen Alpha consumers for life.

"Consumers come in to touch, feel, but what we are noticing is they're on their phones," Celessa Baker, vice president, marketing partnerships, Sephora, told Retail Dive. "So, they are looking at product on their phone. I think as long as you are rooted in discovery, in visualization and you're a warm and welcoming place, that digital, offline, the content, the storytelling, will ultimately lead to a path to purchase in store."

Kim Waldmann, global chief customer officer, Foot Locker, says that Gen Alphas engage in product reviews and brand marketing from a very young age, leading to hyper-independence when shopping. This has led the retailer to revamp its Kids Foot Locker locations and allow for more product customization.

"The point is, by the time that kid is going into the mall with his parents, he already knows about product and brands, right? He already has preferences, and so he's really driving

the choice in that store environment in a way that maybe kids didn't in the past," Waldmann told Retail Dive.

As for Gen Z, micro trends are a macro trend. Gen Z's love for dressing for specific occasions or moods, where they "eventize" different moments in their lives and in popular culture, is something retailers are capitalizing on. Gen Z is constantly tailoring their style and experimenting with new trends. By offering them these trends, often through the lens of licensed collaborations, Gen Z can find their own personal styles and experiment with styles they see online. While Gen Z usually eschews fast fashion, they will make exceptions for experimentation and affordability. This has allowed for international retailers like H&M, SHEIN, Fashion Nova and Temu to retain prominence.

Other strategies for retail success amongst Gen Z and Gen Alpha include exclusive collaborations and long-standing brands collaborating with new favorites. For example, H&M recently announced a limited-edition collaboration with Chupa Chups, the retailer's first global beauty launch.

Bloomingdale's recently released a collection inspired by the upcoming adaptation of "Wuthering Heights," which includes apparel, beauty products and accessories, while Zara leaned into '90s skate heritage with a skateboarding-inspired kids' collection in collaboration with Zoo York.

Expression is key for younger audiences. Brands connecting to the identities of consumers will see results at retail.

"Everything is becoming more fluid," says Clinger. "Younger consumers mix brands, characters, and styles without thinking about categories or rules, and fashion has become another outlet for personality and self-expression. Licensing is moving in the same direction. It is less about long-term plays and more about being part of what is happening right now. The brands that resonate are the ones that feel fun, visually strong, and easy to engage with. Looking ahead, success will come from staying close to culture and allowing product to feel spontaneous, expressive, and true to the brand rather than overly planned."

Gen Z's and Gen Alpha's love for social media connection, customization, self-expression and fandom will continue to shift the retail market as they garner more spending power. Economic conditions will shift spending behaviors for these generations, but the trends driving Zalpha's place in the fashion vertical – and the speed at which they change – are still cemented. ©

According to a Business of Fashion (BoF) survey – conducted with Gen Z entrepreneurs Juv Consulting into fashion trends across the age range – these are the leading brands that support the identity-led fashion trends of Gen Z.

LEADING BRANDS

Abercrombie & Fitch
adidas
Aerie
American Eagle
Aritzia
Gucci
H&M
Jordan
Levi's
Louis Vuitton
Nike
Old Navy
PUMA
SHEIN
Uniqlo
Under Armour
Urban Outfitters
Vans
Zara

L.E.K. Consulting noted the most sought-after footwear brands for both men and women in Gen Z.

FOOTWEAR BRANDS

adidas
Brand Jordan
Crocs
Dr. Martens
Nike
Timberland
Vans

Opposite Page
"Fast and Furious" x PUMA Basketball.



GAMING: FASHION'S LICENSING **EMPIRE**

CONTINUING OUR DEEP DIVE INTO FASHION, LICENSE GLOBAL EXPLORES HOW GAMING PROPERTIES AND RETRO BRANDS ARE TRANSFORMING LICENSING, DRIVEN BY NOSTALGIC KIDULT CONSUMERS AND GEN Z'S BLEND OF DIGITAL AND PHYSICAL LIFESTYLES.

BY IAN HART

THE CONVERGENCE OF gaming culture and nostalgic fashion represents a transformative force in brand licensing driven by a generation that seamlessly blends digital identity with physical self-expression. As Gen Z continues to reshape consumer behavior, the traditional boundaries between entertainment properties and fashion brands are dissolving, creating opportunities for creative collaboration and retail activation.

Gaming has evolved beyond entertainment into a lifestyle ecosystem where virtual achievements translate into real-world fashion statements. From Riot Games' "League of Legends" merchandise that transforms champion aesthetics into streetwear to "Minecraft's" blocky aesthetic inspiring everything from hoodies to high-fashion collaborations, gaming properties are proving their fashion credentials across multiple demographics. The

success of brands like PlayStation, whose iconic controllers are now recognized as fashion motifs, demonstrates how gaming iconography can transcend its original medium to become cultural currency.

According to Research Nestor, the physical gaming merchandise market is worth \$609.2 million and is anticipated to surpass \$4.65 billion by 2037, expanding at a CAGR of 20.3%. To determine which product types are in the highest demand

among consumers, License Global's 2025 Leading Licensees whitepaper asked product makers to identify the categories in which they wish to manufacture in the future. The data shows that fashion, footwear/accessories (22.22%) and fashion apparel (20.37%) ranked 4th and 5th on the list of desired categories. The report also highlighted gaming properties such as "Minecraft," Nintendo and "Sonic the Hedgehog" amongst the best-selling licenses in 2025.

Minecraft's creative team approaches translating gaming IP into fashion through storytelling and design principles that highlight in-game elements and creativity.

"We distill the essence of the game, such as recognizable environments, characters and motifs into wearable designs that resonate emotionally with fans," says Hanna Willis, head, consumer products, "Minecraft." "By engaging the community and prioritizing creativity, simplicity and connection, we ensure each fashion item feels like a true extension of the gaming experience, allowing fans to express their love for the brand in-game and in real life."

THE NOSTALGIA-DRIVEN MARKET REVOLUTION

The nostalgia factor adds another powerful dimension, particularly as the kidult demographic continues to drive significant market growth. This audience extends their purchasing power into fashion, seeking authentic connections to franchises from their youth. Whether it's SEGA's "Sonic the Hedgehog" inspiring retro-styled apparel or "Pokémon" characters appearing on luxury fashion collaborations, nostalgic gaming properties offer brands a direct pathway to emotional engagement.

Opposite Page
"Minecraft" x Opposuits apparel capsule collection.

This Page
adidas Originals "Minecraft" trainers and apparel capsule collection.

Retro brands allow brand licensing agencies like Beanstalk, which represents clients in the gaming world such as Microsoft, Atari, Xbox, "Rayman" and "Halo," to be more trend-driven, reinterpreting well-known logos and designs for a modern, fashion-forward context.

"Atari has gained momentum in the fashion space as nostalgia-driven consumer behavior grows, allowing us to connect both with long-time fans and style-conscious shoppers," says Dave Tovey, assistant vice president, brand development, Beanstalk. "When looking at kidult, iconic gaming franchises such as 'Halo' with strong emotional resonance tend to perform best because they tap into formative memories and cultural moments that adults want to relive."

GUNNAR Optiks, which specializes in designing and manufacturing eyewear specifically tailored to reduce digital eye strain and enhance visual performance, has launched a series of licensed eyewear in recent years.

"Nostalgia drives connection more than novelty, especially for fans who've grown up with these worlds," says Joe Croft, co-founder, chief executive officer, GUNNAR Optiks. "Over the past few years, we've found great success collaborating with legacy gaming franchises like 'Fallout' and 'The Witcher.' Our design team approaches these collections with deep respect for each property's heritage aesthetics, while updating them with modern form factors and advanced materials to ensure they feel both classic and contemporary."

LEADING GAMING PROPERTIES IN FASHION LICENSING

It's easy to think of the mainstream celebration of gaming brands as a relatively recent trend, but many iconic franchises have marked significant milestones. Atari celebrated its 50th anniversary in 2022,

while "Sonic the Hedgehog," The Pokémon Company and Xbox, along with its flagship game "Halo," will all celebrate significant anniversaries in 2026.

"For the kidult consumer in particular, a successful licensing program for these brands should act as a continuation of this celebration: reflecting a strong heritage, encouraging long-term fans to re-engage, whilst always also looking at the future," continues Tovey. "Much like the recent surge of automotive and food brands entering the fashion space, we're now seeing a strong return of the nostalgia-driven gaming apparel trend for 2026 and major fashion retailers are fully embracing it."

'MINECRAFT'S' CREATIVE APPROACH TO FASHION

"Minecraft" used its 15th anniversary in 2024 to seamlessly connect gaming and fashion through exclusive collaborations with retailers, leveraging designs that bring the game to life through product and cross-category campaigns to elevate the brand.

"Our partnership with Walmart featured a year-long celebration for 'Minecraft's' 15th anniversary, including a tween fashion collection with Justice where each item unlocked exclusive in-game content, making the retail purchase part of the gaming experience," says Willis. "We've also executed shop-in-shop takeovers, end caps and themed displays with retailers like Target, Amazon and Primark and launched premium collaborations with brands such as Fossil, adidas and Lacoste, offering limited-edition apparel and accessories that resonate with fans and drive engagement both in-store and online."

Anniversary assets were created with a nod to the early days of "Minecraft," featuring vintage-inspired graphics and trend-forward styles, as well as a "Limited Loot" collection on the official "Minecraft



Shop,” which leverages never-before-seen concept art from game development over the years.

“The growing kidult consumer has shown that when it comes to their favorite fandoms, particularly in gaming, they’re willing to pay higher price points to express themselves and bring their love of games into the physical world,” says Willis. “We partnered with Fossil this year on a collection of premium watches inspired by day to night, which sold out online within days. ‘A Minecraft Movie’ was huge for building a cultural moment around ‘Minecraft’ and introducing new characters with their iconic fashion into our universe.”

“Minecraft’s” multi-year strategic partnership with adidas, which kicked off with an adidas Originals capsule collection of apparel and footwear inspired by “A Minecraft Movie,” released in 2025. The collection included a replica of the pink fringed leather jacket worn by Garrett (played by Jason Momoa) throughout the film. “Minecraft” also partnered with Primark for a Gold-tier, cross-category global campaign which included apparel, accessories, footwear and lifestyle products.

GETTING CREATIVE

The creative transition from digital property to physical fashion item requires a sophisticated understanding of both brand essence and consumer psychology. Licensees like Bioworld and Difuzed have worked with properties ranging from “Assassin’s Creed” to “Call of Duty” to create apparel that honors the source material while meeting contemporary fashion standards. The retail activation of these products demands strategic placement that recognizes gaming culture’s mainstream acceptance while respecting the authenticity that core audiences demand.

“Our creative team approaches the transition from gaming IP to fashion by focusing on authenticity and storytelling,” says Willis. “We start by distilling the essence of ‘Minecraft,’ its creativity, iconic environments and beloved characters into wearable designs that feel true to the brand. Design principles such as simplicity, recognizability and emotional connection guide our process. For example, we incorporate distinctive in-game elements like cherry blossoms, grass blocks and pixelated motifs, which fans instantly recognize and associate with their ‘Minecraft’ experience. These details allow each piece to serve as a form of storytelling, enabling fans to express their love for the game in real life. By prioritizing creativity and community engagement, we ensure that every fashion item feels like a natural extension of the ‘Minecraft’ universe.”

Beanstalk has helped its client, Xbox, create collections that appeal to trend-forward consumers while remaining recognizable.

“Xbox’s multi-year design strategy embraces fashion’s trends while remaining true to their gaming core – for a truly evergreen program, consumers need newness and retailers need cohesive ranges on-shelf, but designs must always be 100% authentic to the brand,” says Tovey.

CREATING A SEAMLESS CONNECTION BETWEEN GAMING AND FASHION AT RETAIL

Atari’s Brava Fabrics collection took the iconic Atari logo and retro design cues and translated them into trend-forward apparel.

“The collection appeals both to core Atari fans, who feel a strong brand connection and to fashion-conscious consumers drawn to nostalgic, streetwear-inspired designs,” says Tovey. “By blending gaming heritage with

contemporary style, the collection creates a seamless bridge between gaming culture and everyday fashion.”

Beanstalk has observed that kidult audiences are increasingly reconnecting with their childhood hobbies and gaming-inspired fashion taps directly into that nostalgia.

“In the last couple of years, we are seeing that adults are spending more disposable income on these hobby-driven, nostalgic purchases,” says Tovey. “Another shift is the rise of female-focused gaming apparel, a demographic that traditionally might not have outwardly displayed fandom is now embracing gaming-inspired fashion as both a nostalgic and style-conscious choice.”

According to GUNNAR, authenticity and function drive purchase decisions across all age groups, with younger consumers tending to lean toward self-expression at more accessible price points, while Adults prioritize quality and subtlety – pieces that nod to their fandom without being overt and without as much concern for cost.

“Our ‘World of Warcraft’ collaboration with Blizzard is a great example,” says Croft. “The Horde Edition glasses are sleek and understated – black frames accented only by a single red metal bar on the temple and a laser-cut Horde logo. It’s a perfect balance of sophistication and fandom. Not surprisingly, both groups place a high value on collectability, especially for limited editions.”

LOOKING TO THE FUTURE OF GAMING AND FASHION LICENSING

Opportunities don’t just lie in physical products; gaming platforms like “Roblox” and “Fortnite” demonstrate how they can evolve into virtual fashion runways, hosting everything from high-end brand collab-





orations to massive in-game fashion to attract millions of participants worldwide.

The market for in-game outfits, or “skins,” has evolved into a significant digital asset industry, valued by Yahoo! Finance at approximately \$50 billion. Initially introduced as cosmetic enhancements, gaming skins have gained substantial value due to their rarity, cultural significance, and liquidity in secondary marketplaces. These digital items are now considered serious investment assets, with some rare skins fetching prices comparable to luxury goods. This market highlights the growing importance of digital ownership and the psychological appeal of collecting unique virtual items.

Beanstalk expects gaming and fashion to continue to grow as consumers place greater value on digital identity and self-expression. Collaborations between some of the biggest gaming brands and fashion houses have already proven

Opposite Page

Left: “Minecraft” x Swarovski ornaments.
Right: Atari trainers, socks, jumper and shirt from Beanstalk.

This Page

Top Left: “Fallout” Vanity Amber eyewear from GUNNAR Optiks.

Top Right: Xbox kids hoodie from Beanstalk.

Bottom: Xbox Gamer Vibes T-shirt from Beanstalk.

successful, with exclusive in-game items driving both engagement and retail sales.

“We can expect to see more of these ‘phygital’ activations, where physical purchases unlock digital rewards and vice versa,” says Tovey. “User-Generated Content platforms are placing increased focus on fashion, offering new opportunities for co-creation and brand storytelling within their ecosystems for established fashion brands and start-up designers. Additionally, as the technology evolves into the mainstream, AR and VR will play a key role in enhancing these experiences, enabling virtual try-ons, immersive brand events and deeper personalization.”

“Minecraft” is using AR in several collaborations, such as Crocs, which invited fans to scan their ‘Minecraft’ x Crocs to unlock AR mini-games.

“The beauty of our open sandbox game is that our players are free to express themselves however they choose, through either skin packs or cosmetic items like hats, shirts, pants, even whimsical wings,” says Willis. “While our primary default player, Steve, does have an ownable look, we can get even more creative with our fashion collaborations to create styles and pieces that can be worn both in real life and in the game.” ©





WEARING FANDOM ON YOUR SLEEVE

FASHION CELEBRATES FANDOM ACROSS VERTICALS, FROM FOODIES TO SPORTS FANS, POP CULTURE JUNKIES AND MORE.

BY MCKENNA MORGAN

IT IS A vertical that continues to top industry statistics as one of the most popular and profitable for brand licensing – licensed fashion (both in and out) is a proven merchandise category that expands revenue streams and deepens fan connections that continues to push beyond traditional boundaries, offering fans more than just generic merchandise.

The 2025 Global Licensing Industry Study from Licensing International reports an 8.1% year-over-year growth rate in licensed fashion. In License Global's 2025 Top Global Licensors whitepaper, surveyed brand owners and agents determined that fashion (specifically apparel) had the greatest potential for licensed consumer product growth over the next 18- to 24-months. More Brandscape data from License Global, such as figures from the 2024 Leading Licensees and the 2025 Top Agents whitepaper, also indicate that fashion is a key category in the industry, with 33.3% and 71% of respondents noting fashion as the most strategically important, respectively.

Fashion's impact on the more than \$369 billion licensing industry continues to grow. Different strategies work for different audiences, with limited-edition drops and nostalgia leading the charge. In fact, e-commerce tool THG Ingenuity says that 60% of consumers say they are driven to purchase by a fear of missing out.

Working with more properties from different verticals is another point of differentiation, allowing fashion to evolve into the predominant category for fan engage-

ment across multiple industry touchpoints, encompassing music, film and television, nostalgia, food and more. In License Global's 2025 Brand Licensing Europe issue, music and nostalgia were the focus of the Fashion and Fandom special report. This time, we're circling back around to cover some other cross-categorical fashion feats: food and beverage, publishing and film and television.

THE RUNWAY MEETS BUFFET

Food and fashion often go hand-in-hand. In June 2025, Italian clothing brand Kappa linked with Mexican beer brand Modelo for a fútbol-inspired capsule collection. Later that year, Bubble O'Bill launched a swimwear collection with Budgy Smuggler, Coors Banquet linked with Wrangler and Pacsun celebrated classic McDonald's characters and campaigns through a fashion collaboration. Consum-

ers feel a connection with the brands they regularly engage with, and fashion brands have taken note, creating apparel, accessories and footwear to celebrate the food brands that shape their life.

"Lifestyle extensions for food brands [such as fashion] are a fun way to let consumers engage with these beloved brands in new ways and to literally wear their passion for these brands," says Andy Topkins, managing director, Brandgenuity. "We recently became the exclusive licensing agency for KFC [in the U.S.] and are pursuing some lifestyle opportunities for them."

KFC has seen numerous food-to-fashion collaborations over the years, including those with BoxLunch, Crocs, Loungefly and more.

Big-name snack brands are also hot commodities amongst licensees. Cheetos, a PepsiCo snacking staple represented by The Joester Loria Group, recently inked

Opposite Page

Top Left: "Daniel Tiger" pajamas.
Top Right: Dole's Sunday Swagger' attire.
Bottom: Kappa Modelo.

This Page
Zara x Paddington.





a deal with Ground Up. Not only did this bring more Cheetos socks to market, but it also marked Ground Up's expansion into hosiery.

"This launch is more than a category expansion – it's a creative leap that lets us tell richer brand stories and connect with fans in new ways," says Layna Patel, vice president, licensing and global partnerships, Ground Up.

Another food and beverage staple is the celebrity chef. Food Network personalities like Guy Fieri and Ina Garten are known for their signature looks. Another Food Network chef, Ree Drummond, known as "The Pioneer Woman," made her cooking

brand into a lifestyle, resulting in an exclusive fashion collection with QVC.

"For years, Ree Drummond has been a source for inspiration, comfort and a sense of home through The Pioneer Woman brand," says Mara Sirhal, chief merchandising officer, QVC. "By bringing this collaboration exclusively to QVC, we are bridging these two worlds together to create something truly special – an overall experience about celebrating a shared love of home, family and style."

Food and beverage continues to grow as a category, with License Global's Top Global Licensors whitepaper showing the potential for continued growth: 52% of

licensors noted that fashion is the category with the most expansion potential.

The potential has led to licensed partnerships spanning numerous categories. Take Sunday Swagger's recent collaboration with Dole – it combines food and beverage, fashion and sports. Crossing multiple categories worked in this case by aligning brand values.

"From the farm to the fairway, these products are made to shine," says Mark Carmona, founder, Sunday Swagger. "There is something for everyone in this tropical collection. Dole is an iconic brand that shares our passion for healthy living and active lifestyles. We are thrilled to partner with them to bring pineapples to the putting green."

WATCH AND WEAR

A study from London-based cashmere brand N. Peal analyzed Google search data and TikTok trends, revealing dramatic increases in interest for fashion items and aesthetics following the premieres of popular television shows and films.

From "Euphoria's" premiere in 2017, there has been a 1868% increase in searches for "Y2K fashion" and a 66% increase in searches for "low-rise trousers." The Regency-era aesthetic of "Bridgerton" became more popular after the series premiered,



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Top Left: "Stranger Things" Primark collection.
Top Right: KFC x Loungefly bags and accessories.
Bottom: "Wicked" x Claire's.

Opposite Page
Peanuts x Difuzed's "Peanuts" collection.

leading to “puff sleeve dresses” rising by 332% and “puff sleeve tops” rising by 77%. Netflix’s “Stranger Things” caused demand for ‘80s items: “scrunchies” increased 356%, “shearling jackets” increased 99% and “Hawaiian shirts” garnered a 47% increase.

Licensed fashion items for these series pose an opportunity for licensees: tap into trends while highlighting the IP.

For the launch of Netflix’s “Stranger Things” series finale, the streaming IP inked multiple ‘80s-inspired fashion partnerships with the likes of Hot Topic, Crocs, Gap, Indiana Fever, Primark, Converse, Pull&Bear and more. Sarah Jackson, director, licensing, Primark, says the retailer’s “Stranger Things” collection celebrates the deep fandom surrounding the IP.

“With ‘Stranger Things’ returning for an epic final season, we’re bringing fans our biggest collection yet,” says Jackson. “From exclusive artwork tees designed by Kyle Lambert to pieces inspired by the show you won’t find anywhere else, this drop celebrates every moment from the very beginning to the final goodbye, all at the affordable prices Primark is known for.”

Film lovers also have options to show their fandom through fashion. For the

release of “Wicked: For Good,” collections from Claire’s celebrated the film as fans prepared to see it in theaters.

To celebrate a long-loved classic, Disney’s “The Lion King,” Balmain released a luxury fashion collab.

“Disney has always been such a powerful source of inspiration to me,” Oliver Rousteing, creative director, Balmain, told LA Mag. “It was a beautiful example of how the house of Balmain, my personal journey and the timeless beauty of the film came together to create something truly exceptional.”

Whether a stand-alone character brand or a character from film, television, publishing and more, character licensing never goes out of style. Classic characters, such as Paddington, provide an instantly recognizable IP that can be interpreted in multiple ways for multiple generations. The Paddington film series has garnered fans for over a decade, and, along with its published predecessors, the franchise has a dedicated fandom. With that comes opportunity for fashion collaborations with flair. Within the last three months, the IP has revealed deals with Rowing Blazers, Peter Alexander, CELFORD, Zara and more.

Like Paddington, Disney characters are widely recognized and can be interpreted in myriad ways, even by luxury lovers. Like the Balmain collab, many other luxury brands from Valentino to Gucci have jumped on the Disney train. In November, Loungefly announced its first collection with Swarovski, featuring a limited-edition Disney Minnie Mouse line that combines luxury crystals with the brand’s pop culture accessories. Each item in the collection was limited to 300 pieces. GANNI, a luxury apparel brand, recently revealed a collection of bags inspired by Daisy Duck.

THE POWER OF FASHION AND FANDOM

Fashion can revitalize heritage brands, return fans to fandoms, popularize licensees by the power of the licensor and more. As a continually growing category in the licensing industry, fashion is a language that drives significant power. It shapes individual and community perceptions, expresses identity and more. Wearable merchandise plays a multi-faceted role in both the licensing industry and society. With this much influence and nuance, the fashion category is an important one to keep an eye on in the industry. ©





WHERE SPORTS MEETS STYLE: THE RISE OF FASHION-FORWARD FANDOM

LICENSE GLOBAL EXPLORES WHY SPORTS BRANDS TURN TO FASHION TO ENGAGE NEW AUDIENCES, FROM PARENTS AND KIDS TO NEW-TO-MARKET FANS.

BY IAN HART

THE SPORTS LICENSING landscape has undergone a remarkable transformation in recent years, evolving from simple team merchandise to a sophisticated merchandise market, with an estimated size of \$36.36 billion in 2024, according to Grand View Research. Sports companies in License Global's Top Global Licensors whitepaper recorded \$6.9 billion in retail of licensed consumer product sales in 2024, with Formula 1 seeing one of the highest growth percentages (44%). Key drivers include a rising sports enthusiast population and the expansion of online retail, making sports fandom stretch further than ever before and seeing increased accessibility to licensed consumables. Popular licensed products, such as apparel and accessories featuring sports team logos, attract fans globally, not just match-going enthusiasts, as sports fashion continues trending towards more mainstream appeal.

What was once limited to jerseys and caps has expanded into a digital frontier where virtual merchandise, NFTs and personalized products are revolutionizing fan engagement. Grand View Research projects the sports merchandise market to reach \$49 billion by 2030, growing at a CAGR of 5.2% from 2025 to 2030.

In 2024, Grand View Research data shows that the toys and games segment dominated the sports licensed consumables market with a 30.4% revenue share, while the sportswear segment is forecast to achieve the highest growth rate at 6.5% CAGR from 2025-2030, fueled by increasing fitness awareness amid sedentary lifestyles and growing recognition of proper sports equipment's role in injury prevention, particularly in footwear where demand is expected to surge significantly.

"Different sports currently have a very strong influence on fashion and the other way around," says Stefano Favaro, global creative director, teamsport and motorsport, PUMA. "A lot of our products take inspiration from our engagement and the heritage in football, tennis or motorsport. All generations are attracted by authentic stories and more brands are playing into that, using their ambassadors, athletes and teams to authenticate those stories."

Opposite Page

Top Left: Admiral x Bob Marley Carnival 24 Pack, modeled by Norman Jay MBE.

Top Right: Scuderia Ferrari F1 2024 Charles Leclerc soccer jersey, modeled by Leclerc.

Bottom: The PUMA x Formula 1 AW24 collection.

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Replica Glasgow 1974 Long Sleeve Jersey, Club Atlético de Madrid.

As consumers seek ways to express their support for ambassadors, athletes or teams behind a license, trends in sports culture remain closely linked to fan communities and niche interests.

"Our long-standing connection with music and iconic artists has helped us carve out a distinct and successful place within this landscape," says Theo Hamburger, head, sales and marketing, Admiral. "Simultaneously, nostalgia remains a powerful bridge for fans of all ages, offering older fans a connection to a different era in their club's history, and younger fans a way to demonstrate deep loyalty – not just by wearing the latest designs, but by exploring and embracing the club's rich heritage."

MAINSTREAM SPORTS FASHION AND APPAREL

According to Statista, the COVID-19 pandemic reshaped the way that we shop, with approximately 70% of consumers worldwide saying that they now shop online more often.

This shift has provided greater access to audiences and revenue streams for sports teams, who traditionally relied on the match-going fan for a large portion of their revenue, opening up new, more mainstream fashion lines and giving consumers the opportunity to display their fandom away from the event itself.

"Fans are becoming increasingly research-driven when it comes to the shirts they purchase," says Hamburger.

"Admiral was one of the first brands to offer retro versions of original designs, recognizing the challenge of acquiring original '70s Admiral shirts, which cost upwards of £1,000 today. Initially, adopting these retro releases was slower, but both clubs and fans have embraced them over the last two years – not just as something to wear in the stands, but as a true fashion statement."

IMG Licensing, which topped License Global's Top Global Licensing Agents whitepaper and represents several sports clients, agrees.

"We've seen an exponential demand for more lifestyle products and limited-edition collaborations for products that can be worn anytime, not just during 'sports moments,'" says Mickael Andreo, vice president, IMG Licensing.

"This demand has opened the door for deeper collaborations between brands and sports IP owners to create products that are much more thoughtful, unique and appealing to the customer."

IMG has also seen sports brands paying more attention to sustainable materials, ethical



practices and an increased demand for genderless clothing.

“Women now often opt for oversized clothing to wear, as it goes with their personal style,” says Miki Yamamoto, senior vice president, Asia, IMG Licensing. “Consumers are looking for styles and designs that align with their lifestyle fashion. They sometimes prefer big logo placement on the garment to emphasize the brand and they prioritize comfort fits and materials.”

Customers looking for more everyday fashion items want a product that doesn't necessarily scream the team, instead, if they look at the clothing from afar it looks like a fashion piece by the way it sits on the body – it more cropped, it's oversized, it has belled pockets and sleeves.

Increased matchday coverage on television and social media, such as player arrivals, has seen the introduction of “tunnel fits,” with brands meeting the demands of consumers who have watched their favorite NFL or NBA stars showcasing their style while walking to the locker room by turning it into a fashion moment. This allows fans to connect with players and be influenced by their oversized, baggy and layered looks. It's a smart strategy that engages consumers and strengthens the link between sports and fashion.

“NFL players are consistently making their own waves in fashion and building their personas through what they wear and how they wear it – coming off team planes as their own personal runways and engaging in fashion weeks around the world,” says Salha Latif, vice president, international consumer products, NFL. “In 2024, a slew of athletes participated in

New York Fashion Week. Throughout this season, the NFL has helped athletes work with Vogue, GQ and more to coordinate behind-the-scenes looks into player fits and fashion choices around games. The NFL also appointed its first-ever fashion editor this year – Kyle Smith – showcasing its commitment to the space.”

RETRO REVIVAL

The soccer fashion business is experiencing a retro revival, with vintage styles making a strong comeback. Exclusive collaborations with major brands are growing in popularity, while sustainability is also a key focus, driving demand for eco-friendly materials like organic cotton.

“Fans today are looking for more than just a way to show support for their club; they want apparel that reflects their identity, passion and lifestyle,” says Susana Martinez, licensing manager, Club Atlético de Madrid. “While the emotional connection to the crest and colors remains strong, consumers are increasingly seeking high-quality, fashion-forward designs that can be seamlessly incorporated into their everyday wardrobes. While replica shirts continue to perform well, there is a clear trend toward a fusion of sports apparel with contemporary fashion. Fans are looking for stylish, functional pieces they can wear across multiple settings, from social gatherings to casual outings. This shift reflects the broader evolution of fashion, where sports-inspired styles are now seen as mainstream and desirable beyond the stadium.”

“The retro market is very big at the moment,” says Ian Rogers, creative director, Outerstuff. “Fashion catwalks are looking

at sports archives in a much deeper way, going back to what maybe PUMA, adidas or Nike did in the 60s, 70s and 80s and pulling out retro pieces that are coming to the forefront on the catwalk. You don't have to look far to find sports-influencing catwalk runways.”

THE SPORT AND MUSIC CONNECTION

Art and music collaborations are also making waves, according to Brandgenuity.

“We teamed up with Puma on the second collection inspired by BMW M Motorsport's Art Car series, featuring Alexander Calder's iconic BMW 3.0 CSL masterpiece interpreted through bold shirts, shorts and accessories,” says Teri Niadna, managing director, Brandgenuity. “Manchester City collaborated on a custom ‘Definitely City’ kit ahead of Oasis' reunion tour, while PSG worked with The Weeknd to debut a special jersey at the FIFA Club World Cup in the U.S. last summer. These partnerships are blending culture and sport, sparking fresh excitement across fans of both.”

Music and football have long been connected through team anthems and fan chants, fostering a shared sense of community. As football shirts become fashionable, the music industry embraces new merchandise opportunities, further strengthening this cultural bond.

“Admiral's The Jam and Bob Marley collaborations started organically, with each seeking authentic ways to support larger global projects,” says Hamburger. “For The Jam, the collaboration coincided with an exhibition marking 40 years since their final gig in Brighton. They wanted a football shirt to complement the event and Admiral was the perfect fit. The Ad-



miral England 1982 shirt's iconic silhouette paired seamlessly with the Mod colors associated with the band.

"For Bob Marley, the focus was on the release of the 'One Love' movie," continues Hamburger. "Re-releasing the iconic track jacket tied to Bob Marley was an incredible opportunity. The collaboration needed a sports brand that authentically connected to the era."

Sports brands use fashion collaborations with artists, musicians and influencers to embed themselves in pop culture.

"Having collaborations with artists, musicians, celebrities and influencers helps expand their reach," says Yamamoto. "By doing this, they become relevant in music, art and youth culture. Parents understand the legacy of sports brands and to incorporate them in their daily life, they prefer stylish sportswear with functional materials."

FITNESS FIRST FASHION

It's thought that the pandemic also made people more fitness-focused, with apparel built for sport performance also getting a boost from licensing. A Public Health England study found that seven in 10 adults in the country were motivated to make healthier lifestyle changes following coronavirus, with 41% saying they now exercise more regularly.

"People becoming more active has led to a lot more sports brands coming through," continues Rogers. "They are trying to find a point of difference to what other sports brands have done in the past, and they are trying to become more relevant to our lifestyles."

Nike and adidas boast licensed shoes from pro athletes and swimwear brands like Jantzen use licensing to bring personality to performance.

"Licensing gives sportswear cultural meaning beyond utility," says Kelli Couchee, director, licensing, Jantzen. "Today's consumer is drawn to brands that carry story, nostalgia and identify. Apparel is no longer about function; it's about lifestyle, self-expression and emotional connection. The audience spans fashion forward consumers, heritage enthusiasts and modern tastemakers who value authenticity, versatility and timeless design. Licensing allows brands to live across categories and cultures, turning apparel into something personal that reflects where you have been, what you love and how you live."

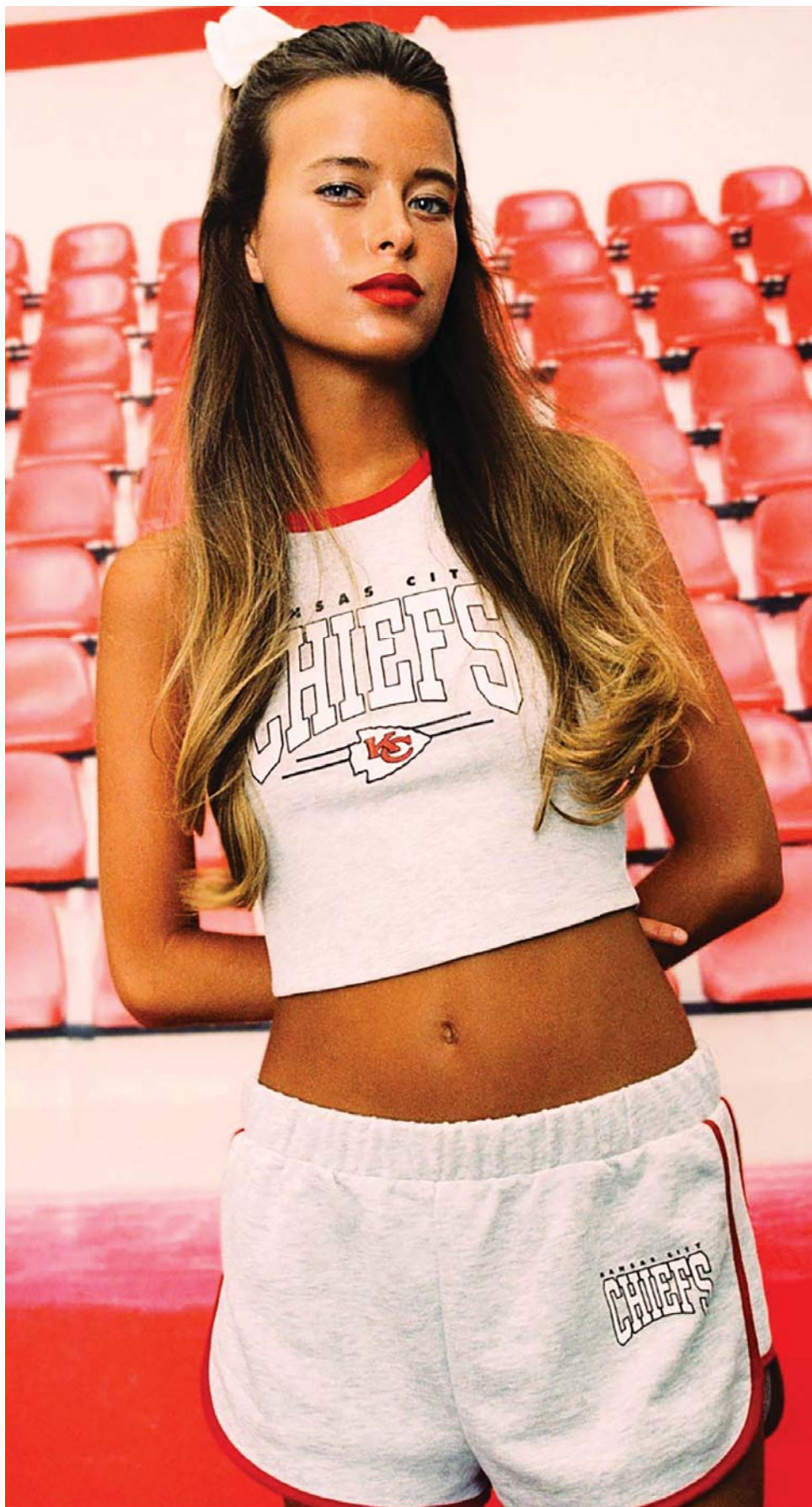
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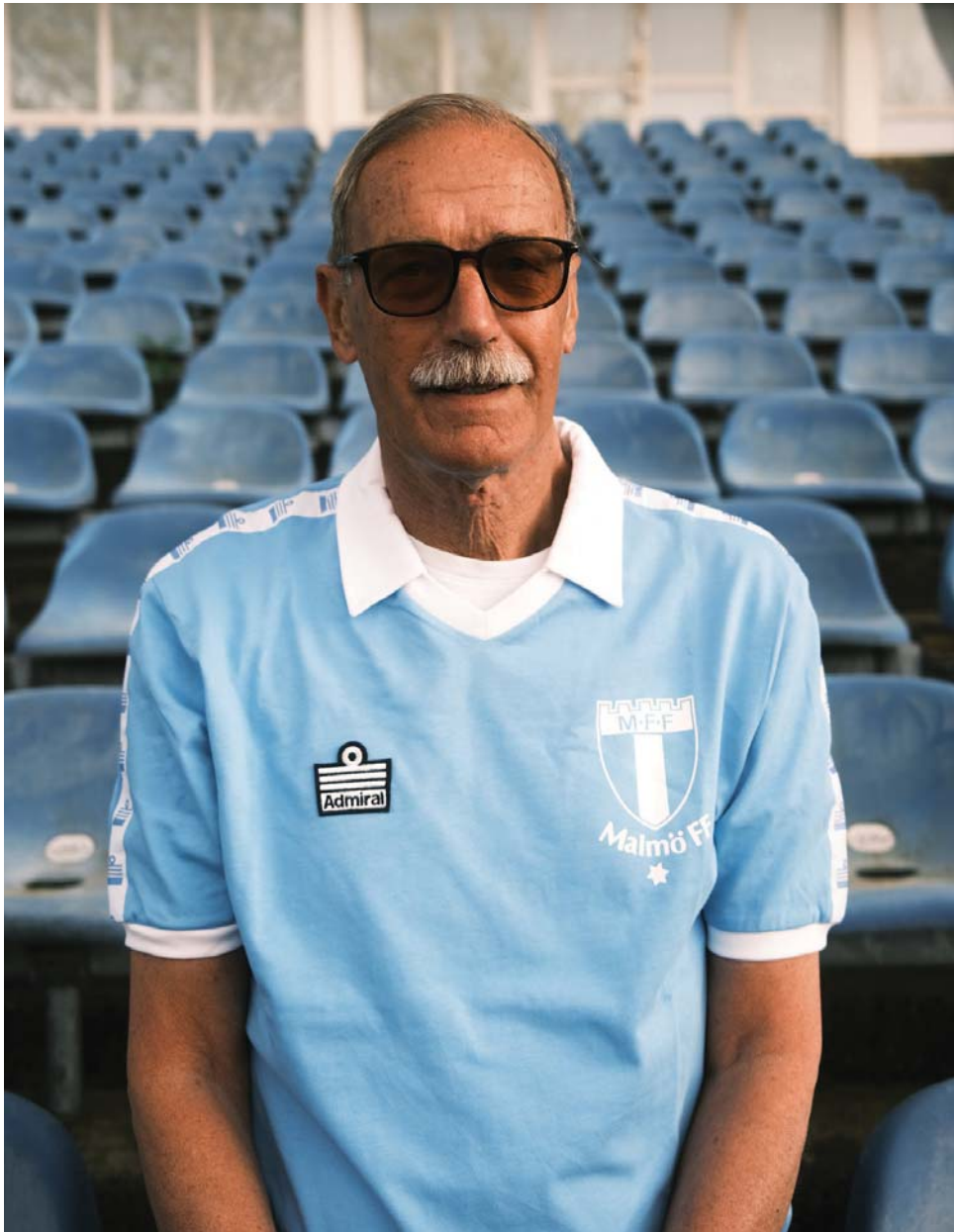
Left: 24 Hours of Le Mans fragrance range from Corania, Automobile Club de l'Ouest.

Right: NFL New England Patriots hoodie.

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NFL SS24 collection, PULL&BEAR, Outerstuff.





THE RISE OF FORMULA 1 AND BRAND LICENSING

Aided by Netflix's "Drive to Survive," Formula One continues to thrive, with over 750 million fans worldwide, according to a study by Nielsen Sports. The intersection of sports and fashion has become a powerful cultural force, driven by athletes' style and the influence they hold beyond the sport. Fashion-conscious drivers and motorsport influencers are shaping trends, while high-end brands are increasingly engaging with F1 and other sports. According to Formula 1's e-commerce partner, Fanatics, F1 merchandise sales have grown by almost 200% since 2017 and have changed the way F1 fans purchase their merchandise, which is now being delivered to fans in 143 different countries worldwide.

F1's partnership with LVMH and the brand's presence in "F1 75 Years in Motion," where the Selfridges Corner Shop at its Oxford Street location in London turned into a homage to F1's impact on fashion, innovation and culture, reflect how a heritage sport can be elevated into luxury, creating a lifestyle narrative that appeals to both die-hard fans and fashion consumers.

"These moves set the tone and demand for the wider fashion market, proving that when sport meets style with authenticity and legacy, it can attract a broader, more style-conscious audience," says Emily Prazer, chief commercial officer, Formula 1. "This includes casual F1 fans whose interest in the sport often begins with fashion and culture – partnerships with the likes of Pacsun and Mitchell & Ness are servicing these fans."

"We see a real hype around Formula 1, as more fans are attracted and become consumers," says Justus Scharowsky, head, licensed business motorsport, PUMA. "Motorsport is currently a key influence for streetwear and fashion, which even helps us extend our consumer base beyond the classic fan."

With quick and snappy content being a big appeal to the Y2K generation, social media has also brought new fans to the sport. Whereas traditionally a race would have been viewed over two or three hours on a Sunday, highlights packages can now be consumed in a couple of minutes on YouTube.

"Social media has opened up access to background stories of the drivers and that brings fashion into play in terms of how the audience sees these characters," says Rogers. "You're seeing them at home, walking around, seeing what they're wearing, what brands they are into. All of which drives consumer interest and provides opportunities for sports teams and brands."

GROWTH OF WOMEN'S SPORT

Women's sports continue to experience a resurgence, thanks to increased media visibility and a surge in participation numbers. A report from Nielsen Sports in June this year predicted that women's football is set to enter the global top five sports by 2030, but that it continues to be an untapped opportunity for brands. The study predicts that the women's football fanbase is set to grow to 800 million fans over the next five years, with 60% of fans expected to be female, making it one of the few sports where women make up most of the audience.

England's Lionesses are now back-to-back European Champions and, according to the Football Association, their success has seen the number of women and girls playing football increase by 56% since 2020.

The Automobile Club de l'Ouest is also seeing growth in female motorsport fans, with the 24 Hours of Le Mans drawing a significant crowd due to its status as one of the few sporting events where women and men compete on equal footing.

"Women enjoy racing, it's as simple as that," says François Brindeau, merchandise and licensing manager, Automobile Club de l'Ouest. "The increase in interest has encouraged us to develop specific, cliché-free ranges for women and more unisex items. The 24 Hours of Le Mans actively encourages women's participation in motorsport. Across the board – at the wheel, in the garage and the crowd – we are convinced that a better gender balance can only be a good thing."

THE EMERGENCE OF NON-TRADITIONAL SPORTS

While tennis ranks highly among the world's most popular sports, the recent rise in popularity of pickleball and padel has created new licensing opportunities for brands.

Pickleball, a paddle sport that combines elements of tennis, badminton and table tennis, was invented in 1965 but saw a spike in popularity in the U.S. in 2010 and has since become one of the world's fastest-growing sports, becoming a professional sport in 2019 – with organizers campaigning for it to be included in the 2028 Olympics as a demonstration sport

Padel, similar to tennis but played on a smaller, enclosed court with walls, originated in Mexico in 1969 and has seen exceptional growth in recent years, especially in Europe and the U.K., where 250 padel court facilities were built between 2022 and 2023, representing a 116% increase in a year.

Several brands are entering the pickleball market with new collaborations

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Admiral x Malmö FF European Cup Final Anniversary shirt (Retro project).

This Page
The Erve x LOTTO pickleball court at Brand Licensing Europe 2025.

and products, including Vlasic Pickles partnering with Sprints for a limited-edition pickleball gear collection, Skechers introducing pickleball footwear, K-Swiss announcing a multiyear partnership with pro player Matt Manasse for apparel and footwear, Perry Ellis and ACI International revealing to launch performance pickleball footwear and Global Icons announcing a high-performance pickleball paddle developed and produced via a partnership between Lamborghini and Babolat.

"Pickleball started as a niche activity and has quickly gained momentum, particularly in the U.K., Spain, Germany and the Netherlands," says Jayne Wadsworth, head, commercial, Erve. "This growth can largely be attributed to the sport's simplicity, inclusivity and social nature. Pickleball is easy to learn, suitable for all ages and fitness levels and doesn't require the same physical demands or space as traditional racket sports. Our recent partnership with Lotto is a key strategic move for Erve as the official licensee of lifestyle apparel. Since the announcement, our collaboration has been incredibly hands-on, with joint efforts in design, market positioning and long-term brand building."

With the Winter Olympics taking place in Milano Cortina, Italy, in February, a host of licensed winter sports collaborations have been announced in recent months.

Ralph Lauren debuted Team USA's Opening and Closing Ceremony Parade uniforms for the Olympic and Paralympic Winter Games, a milestone which marks Ralph Lauren's 10th consecutive Games outfitting Team USA. In January, J. Crew unveiled a collection with U.S. Ski & Snowboard which celebrated J. Crew's longstanding connection to mountain life and après-ski style. The collection includes 26 pieces spanning refined knitwear, elevated loungewear and essential cold-weather accessories for women, men and kids. It will come to life through key partnership touchpoints, including a campaign featuring elite athletes and community-focused activations.

BWT Alpine Formula One Team combined Formula 1 and winter sports through a partnership with luxury ski wear and lifestyle brand, Perfect Moment. The special-edition capsule collection included signature ski jackets, ski suits and performance-driven ski pants, versatile base layers and statement knitwear and limited-edition hoodies, T-shirts and accessories. ©



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