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## Gibson to 'Live Vivid' with New French Bull License

Gibson Overseas has signed a tabletop license agreement with French Bull, the homeware brand loved for its vibrant colours and bold patterns.

Gibson will introduce ceramic tableware along with prep, cook, serve and drink collections based upon French Bull's well-established pop culture appeal.

"The partnership makes a lot of sense from a style and value perspective," Grace Saari, Gibson's brand marketing director, said. "French Bull has been very successful with fashion-conscious consumers who appreciate accessible pricing. That same equation is one of Gibson's core strengths. We're also thrilled to be collaborating because French Bull's inspired use of colour and pattern has such a passionate global following."

The new line is set for introduction in Chicago at the upcoming International Housewares Show. Each category will draw on French Bull's lively colour palette. "We also think the fun colours and striking patterns will be exciting merchandising opportunities," Saari said. "Younger consumers are an especially appreciative audience for our proposed new packaging and open stock items."

Upscale and fashion-focused mass channels are the intended distribution for the new collection, which joins other popular French Bull licensed categories, such as laptop covers, lunch bags, beverage carriers, gift bags, greeting cards, and stationery.

Gibson Overseas, Inc. is a global fourth generation company and leader in the tabletop and housewares industries. For over 30 years, the company has provided the world's leading retailers with the Gibson Everyday (now Gibson Home), Gibson ELITE, and Elite Couture brands. Gibson's style leadership is widely available as a private label resource and through license partnerships with global brands, such as Isaac Mizrahi and Nambu. Proposed French Bull patterns and colours soon to bring life to retail shelves, end caps, and fixtures.



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