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# Gibson Partners with French Bull

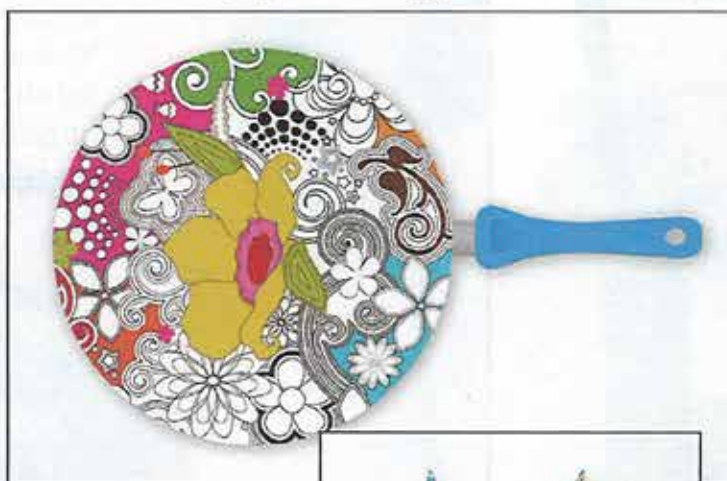
**GIBSON OVERSEAS HAS SIGNED A LICENSE AGREEMENT WITH FRENCH Bull,** the tabletop and gift brand known for its vibrant colors and designs.

Gibson will introduce ceramic tableware as well as prep, cook, serve and drink collections based on French Bull's "well-established pop culture appeal," Gibson said in a statement. French Bull was founded in 2002 by designer and Parson's School of Design graduate Jackie Shapiro. The company got its start in melamine kitchen and tableware but has evolved into a lifestyle brand, with licenses for laptop covers, lunch bags, gift cards, stationery and other items.

"The partnership makes a lot of sense from a style and value perspective," said Grace Saari, Gibson's brand marketing director. "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 color and pattern has such a passionate global following."

The new line will be introduced next month in Chicago at the International Home + Housewares Show, where it will be targeted at "upscale and fashion-focused mass channels." Items will include cutting boards, knives and other gadgets. Cookware will include bakeware and nonstick items, such as frying pans with outer surfaces decorated in French Bull designs.

"We ... think the fun colors and striking patterns will be exciting merchandising opportunities," Saari said. "Younger consumers are an appreciative audience for our proposed new packaging and open-stock items." ■



Renderings of new French Bull housewares from Gibson.  
[gibsonusa.com](http://gibsonusa.com)

