

## Miniso launches *Adventure Time* product range

Retail chain Miniso will be stocking a 264-item collection of accessories and apparel inspired by animated TV series *Adventure Time*, after entering into a deal with Cartoon Network.



The product range features the show's iconic characters and will be available on Miniso shelves across 62 territories around the world, from Europe to Asia, and Africa to the Americas.

Launching this month as part of a phased global rollout, *Adventure Time* fans across South Africa, Nigeria, Kenya, Madagascar, Tanzania and Uganda will be able to enjoy an immersive in-store experience with the collection, which comprise plushies, stationery, gifts and accessories such as backpacks and cosmetics. The retailer states that in the near future, the collection will expand to include more items and be made available in additional territories.

"The scale of this range demonstrates the popularity and enduring qualities of the *Adventure Time* franchise globally," said Vikram Sharma, vice president of Cartoon Network Enterprises, Asia Pacific. "Miniso has been a great partner for us. And when they wanted a brand that could provide young fans with an instantly-recognisable and fun association, *Adventure Time* was the obvious, mathematical choice."

Meanwhile, a new wave of merchandise from *We Bare Bears* – another Cartoon Network property – will also be in stores alongside *Adventure Time*. After impressive sales during the initial collaboration during 2018, more than 200 new and refreshed Bears' items will be available in Miniso stores this month.

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