

Betty Boop™

The World's Her Stage

A shapely silhouette emerges from the shadows ready to stake her rightful claim to the spotlight. With her smoky eyes, perfectly arched eye brows and skyscraper stilettos, she is poised to take on the world. Nothing — and no one — will stand in her way. She is a legend of her own making. She is Betty Boop.

Betty Boop's licensing program covers the spectrum of product, from accessories to zipper pulls and everything in between, all of which continue to resonate at retail through partners around the world. In addition to solidifying her position in the United States and Canada, King Features has built strong programs throughout Europe, Asia, Australia, Latin and South America and the Middle East. The Betty Boop brand is a global phenomenon.

Artistic interpretations of Betty's classic image have won over legions of worldwide fans drawn to her irresistible appeal, and have inspired outstanding product lines in categories such as:

- Apparel and fashion accessories
- Bed & bath
- Consumer electronics
- Cosmetics and fragrance
- Digital mobile downloads
- Food and beverages
- Footwear
- Home décor
- Greeting cards and e-greetings
- Health and beauty aids
- Housewares
- Jewelry
- Stationery and social expressions
- Gifts and collectibles

Powerful brands have been associated with Betty Boop, including:

- Lancome*
- Benetton
- MasterCard*
- Iceberg
- Adidas*
- H&M
- Coca-Cola*
- Harley-Davidson
- Universal Studios Theme Parks

Talk to us today to find out how you can tap into the phenomenal licensing success of Betty Boop!



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