



## JEM AND THE HOLOGRAMS Brand Takes the Stage for a #TrulyOutrageous Comeback

June 9, 2015

**Hasbro's Cult Classic '80s Characters Ready to Rock a New Generation of Fans with Major Motion Picture Event and Special-Edition JEM AND THE HOLOGRAMS Collections from Leading Names in Style, Beauty and More**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- It's #TrulyOutrageous! Thirty years after the iconic brand's debut, Hasbro, Inc. (NASDAQ:HAS) is introducing its best-loved animated pop stars, JEM AND THE HOLOGRAMS, to a new audience in 2015. Incorporating all the glamour, glitter, fashion, and fame of the classic 1980s series, the JEM AND THE HOLOGRAMS brand will release this October a feature film adaptation and dynamic global lifestyle licensing program spanning toys, publishing, fashion, and beauty products.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150609006722/en/>

Opening nationwide on October 23, Universal Pictures' live-action, motion-picture adaptation of iconic JEM AND THE HOLOGRAMS reimagined for a whole new generation. In *JEM AND THE HOLOGRAMS*, four aspiring musicians will take the world by storm when they see that the key to creating your own identity lies in finding your own voice. The film is produced by Hasbro's Allspark Pictures Banner, Blumhouse Productions, Scooter Braun Productions, directed by Jon M. Chu, and stars Aubrey Peeples.

"Along with the fun fashion and awesome music, the notion of being true to yourself has always been the heart of JEM AND THE HOLOGRAMS story, and that theme is just as relevant today as it was 30 years ago," said Simon Waters, General Manager, SVP of Entertainment and Licensing, Hasbro. "Combining the nostalgic pop culture appeal of the brand with a modern vision of JEM AND THE HOLOGRAMS, we're thrilled to introduce this brand to a new audience around the world and tell a fresh story that will resonate with fans of all ages."

In conjunction with the film release, Hasbro has teamed up with industry leaders to create exclusive, special-edition themed collections that will appeal to both new and longtime JEM AND THE HOLOGRAMS fans. Taking direct inspiration from the brand's legacy makeup and fashions, as well as its rich storylines and colorful cast of characters, the licensing program includes:

- **Sephora + JEM AND THE HOLOGRAMS Collection:** A special-edition, high performance cosmetic collection captures the legacy of the JEM AND THE HOLOGRAMS brand in a playful, four-piece set - eye shadow palette, liquid lip set, florescent lipstick, and compact mirror - that's reminiscent of the 1980s animated series, known as much for its outrageously cool look as for its music.
- **Shopbop:** An exclusive collection of apparel, accessories and jewelry features a modern take on the glitter and glam that defined JEM AND THE HOLOGRAMS and its '80s rock sensibility. A special-edition JEM AND THE HOLOGRAMS legacy doll rounds out the fun and flashy assortment.
- **Manic Panic:** Four bold, semi-permanent hair dyes inspired by each member of the JEM AND THE HOLOGRAMS band, which will pay homage to the distinctive hair colors that each character donned.
- **Integrity Toys:** The JEM AND THE HOLOGRAMS legacy collection expands to include an all new cast of premium, collectible dolls, featuring fresh new JEM AND THE HOLOGRAMS fashion dolls and fan favorite characters like director Anthony Julian and drummer Craig Phillips, and more. Each character in the collection sports superior engineering, high-end aesthetics, and ultra-detailed clothing and accessories.
- **IDW Publishing:** The ongoing comic series introduces the beloved JEM AND THE HOLOGRAMS characters as 21<sup>st</sup> century stars, bringing a colorful world full of fashion, glamour, action, and style to life through modern storylines and stylized artwork.

The animated JEM AND THE HOLOGRAMS series ran from 1985-1988 in first-run syndication and still boasts a loyal and vocal fan base. The series follows Jerrica Benton, whose discovery of Synergy, a powerful computer companion, allows her to transform from co-owner of Starlight Music into a rock star. Teaming with her sister and best friends who form JEM AND THE HOLOGRAMS, they set out to make their musical dreams come true, even as she battles against the ruthless Eric Raymond and his musical protégés The Misfits.

JEM AND THE HOLOGRAMS fans can get the latest brand updates at the official JEM AND THE HOLOGRAMS Facebook fan page at <https://www.facebook.com/JemHologramsTV>. #TrulyOutrageous

**[About Hasbro](#)**

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at [www.hasbro.com](http://www.hasbro.com) and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)).

### **ABOUT JEM AND THE HOLOGRAMS**

As a small-town girl catapults from underground video sensation to global superstar, she and her three sisters begin a one-in-a-million journey of discovering that some talents are too special to keep hidden. In Universal Pictures' JEM AND THE HOLOGRAMS, four aspiring musicians will take the world by storm when they see that the key to creating your own destiny lies in finding your own voice.

Directed by Jon M. Chu (Step Up series, G.I. Joe: Retaliation), the musical adventure stars Aubrey Peeples, Stefanie Scott, Aurora Perrineau, Hayley Kiyoko, Ryan Guzman, Molly Ringwald and Juliette Lewis. Jem and the Holograms, based on the iconic Hasbro animated TV series, is written by Ryan Landels and produced by Chu, Jason Blum for Blumhouse Productions, Scooter Braun for SB Projects, Bennett Schneir, and Brian Goldner and Stephen Davis of Hasbro Studios. [www.jemthemovie.com](http://www.jemthemovie.com)

### **About Sephora**

Bold, Boundless, addictive - SEPHORA. A revolutionary beauty retailer, Sephora has been changing the face of prestige cosmetics since its industry-shaking debut in 1970s Paris. Sephora was acquired by leading luxury group LVMH Moët Hennessy Louis Vuitton in 1997 and launched its innovative concept stateside in 1998, where its dynamic, open-sell atmosphere evolved by merging the freedom of experimentation and product discovery with the expertise of personal consultants. Today, stores are home to a curated assortment of 200 world-class brands - including classics, cult favorites, emerging collections and Sephora's own private label, SEPHORA COLLECTION - and feature more than 14,000 unique products across [makeup](#), [skincare](#), [perfume](#), hair care, body, professional tools, and more. Powered by Sephora University, Sephora is the beauty education hub, offering customized consultations at the Beauty Studio, a variety of complimentary classes and one-on-one service from Personal Beauty Advisors, along with exclusive retail technology including SKINCARE IQ, COLOR IQ and Scentsa, resulting in the most expansive educational services in beauty retail. With over 1,780 locations in 29 countries - including 343 in North America and over 430 Sephora inside jcpenny locations - Sephora is an international force in beauty. Adding to its global retail network, Sephora's award-winning website, [Sephora.com](http://Sephora.com), and its every-growing presence on Twitter, Facebook and Pinterest, make it the world's premier digital beauty destination. Sephora's vibrant, interactive online community, Beauty Talk, amplifies the in-store experience by offering clients exclusive access to personalized [beauty advice](#) from Sephora's PRO Artistry Team and provides a platform for open dialogue with beauty aficionados from around the world. For the latest in beauty, please visit [Sephora.com](http://Sephora.com).

### **About Shopbop**

[Shopbop.com](http://Shopbop.com) is the go-to online shopping destination for modern style, offering women around the world the comprehensive, hand-picked selection of established and emerging designers. Working with over 1,000 [brands](#) worldwide, [Shopbop.com](http://Shopbop.com) offers women in 165 countries an assortment of ready-to-wear and accessories with fast, free global shipping worldwide and free returns in the U.S. and Canada. Shopbop is part of the Amazon.com Inc. group of companies.

### **About Manic Panic®**

Inspired to bring the world the classic rock'n'roll lifestyle from their signature hair looks, former Blondie band members sisters Snooky and Tish opened MANIC PANIC®, the very first punk-style boutique in the U.S. With more hair dye colors than the rainbow, the sisters pioneered the entire alternative beauty revolution and became an instant sensation. Decades later, and still going strong, MANIC PANIC® has become so successful that it has infiltrated all aspects of mainstream culture and now offers color cosmetics for lips, eyes, lashes and more.

### **About Integrity**

Integrity Toys creates and markets many of the world's most popular and coveted premium collectible fashion dolls and figures. Integrity's creations have been utilized by charities, celebrities, intellectual property holders and media worldwide for a variety of projects. Whether to raise money for an important cause, immortalize or promote an entertainer, or act as the subject or ancillary character of a music video, advertisement or television show, Integrity Toys' products are the hot, highly sought-after collectible fashion dolls of the moment!

Founded in 1995 as a manufacturer of ethnic fashion dolls, this family-owned business has grown to create products and programs for many of the world's best-known retailers, consumer products companies, celebrities and other intellectual property holders, including Hasbro, Katy Perry, Holt Renfrew, Paramount Pictures and many others. With their partnership with renowned fashion designer Jason Wu as Creative Director, Integrity Toys brings the same exacting standards to all of their products as he does to his fashion collections.

### **About IDW Publishing**

IDW is an award-winning publisher of comic books, graphic novels and trade paperbacks, based in San Diego, California. Renowned for its diverse catalog of licensed and independent titles, IDW publishes some of the most successful and popular titles in the industry, including: Hasbro's The TRANSFORMERS, G.I. JOE and MY LITTLE PONY; Disney's classic characters including Mickey Mouse, Donald Duck, and Uncle Scrooge; Paramount/CBS's Star Trek; Nickelodeon's Teenage Mutant Ninja Turtles; Zombies vs Robots by Chris Ryall and Ashley Wood; Ragnarök from Eisner Award-winner Walter Simonson; and Little Nemo from the award-winning duo of Eric Shanower and Gabriel Rodriguez. IDW is also home to acclaimed imprints such as the Library of American Comics, which publishes classic comic reprints, Yoe! Books, a partnership with Yoe! Studio, IDW Artist's Editions, and Top Shelf Productions.

IDW's critically- and fan-acclaimed series are continually moving into new mediums. Currently, Jerry Bruckheimer Films and Disney are creating a feature film based on World War Robot; Dwayne "The Rock" Johnson and Warner Brothers are producing a film based on Ashley Wood's Lore; Michael Bay's Platinum Dunes and Sony are bringing Zombies vs. Robots to film, and Alex Kurtzman is producing a movie based on Locke & Key at Universal.

IDW Entertainment was started in 2014 to fund, develop, and oversee brand extensions across IDW Publishing's portfolio of comics and graphic novels for the global television market. IDW Entertainment is currently in development with a slate of properties for television including the chilling and realistic vampire thriller, *V Wars*, by New York Times Best Seller Jonathan Maberry with writer/executive producer Tim Schlattmann (*Dexter*, *Smallville*); Douglas Adams' *Dirk Gently's Holistic Detective Agency*, with writer/executive producer Max Landis (*Chronicle*); and many others.

HAS-LIC

View source version on [businesswire.com](http://www.businesswire.com/news/home/20150609006722/en/): <http://www.businesswire.com/news/home/20150609006722/en/>

Litzky Public Relations  
Kaylie Nelson/Kelsey Tarczanin  
(201) 222-9118  
[knelson@litzkypr.com](mailto:knelson@litzkypr.com)  
[ktarczanin@litzkypr.com](mailto:ktarczanin@litzkypr.com)

Source: Hasbro, Inc.

News Provided by Acquire Media