



Hasbro Returns to Brand Licensing Europe 2024 With a Magical Lineup of Licensed Consumer Products and Experiences

24 Sep, 2024

Hasbro returns to **Brand Licensing Europe** (September 24-26, 2024) this year with a robust lineup of announcements alongside new and longtime licensees.

2024 has been a huge year for our brands as we celebrate milestone anniversaries for DUNGEONS & DRAGONS (50), TRANSFORMERS (40) and PEPPA PIG (20). With a franchise-first strategy and strong base of 1,800+ licensees across the globe, we're poised to continue our mission of creating joy and community through the magic of play for years to come.

Hasbro will be located at stand #A211 at ExCeL London during Brand Licensing Europe. Be sure to stop by the MONOPOLY Gaming Lounge, located directly behind the Hasbro booth at #B211, for a place to play, network and connect with colleagues and industry peers.

Here's the latest news, launches, and premium collaborations across our powerhouse portfolio of brands:

Toys, Games & Collectibles

- **DUNGEONS & DRAGONS x NECA/WizKids (Global):** Leading entertainment conglomerate and game creator NECA/WizKids has joined forces with Hasbro to launch the [DUNGEONS & DRAGONS Icons of the Realms: 50th Anniversary 8ct. Booster Brick](#). This consists of 50 miniatures to collect, plus 10 "secret rare" miniatures (60 total in the set). The 50 standard miniatures depict 25 iconic DUNGEONS & DRAGONS characters and creatures, where each character or creature has a miniature styled in both their First Edition and Fifth Edition forms. Sold in Boosters containing one Large and three Small or Medium miniatures. NECA/WizKids and Hasbro have also released a new [DUNGEONS & DRAGONS Icons of the Realms: 50th Anniversary Classic Red Dragon Boxed Miniature](#). This collector's item depicts the Red Dragon from the Basic Set book cover, illustrated by Dave Sutherland, and pairs with two secret rare miniatures from the Booster Brick (Blue Wizard and Green Knight) to accurately recreate the cover. Images available [here](#).
- **FURREAL x Just Play (Global):** Just Play's much anticipated line of FURREAL interactive pets launched into major retailers this year. Under license by Hasbro, the extraordinarily cute range features fresh innovations to continue the legacy of pet and nurture play. While the initial range of adorable lifelike animals is now available at a wide range of major UK retailers, FURREAL will soon bring the new launches of Peanut the Playful Monkey, Daisy the Yoga Goat, and GoGo the Walkin' Pup in fall 2024. Images available [here](#).
- **HASBRO x MIRABALL / Wyncor LLC (EMEA & NA):** Wyncor LLC, the newly established global toy company committed to creating innovative and imaginative toys aligned with its intellectual properties and premium brands, has collaborated with Hasbro to launch MIRABALL™, the only collectible toy in the market where you keep both the adorable expandable plush and the super cute tin ball it comes in! When popped open, the ball reveals a mega-soft plush which expands over twice the size to cuddle and collect. The lineup is available across all European markets and the U.S. and includes eight different metal balls and squishy plushies from brands like PEPPA PIG, MY LITTLE PONY, TRANSFORMERS and MONOPOLY. Image available [here](#).
- **LITTLEST PET SHOP x Basic Fun! (Global):** 2024 has seen the major global relaunch of LITTLEST PET SHOP (LPS)

with its undeniably quirky, cute Generation 7 pets. Under license by Hasbro, Basic Fun!, a dynamic global designer and marketer of classic and innovative children's entertainment products, unleashed the newest LPS toys in 35+ countries. New products will continue to roll out across countries, with over 120 bobblin' pets to collect by the end of 2024. Now, fans can collect and play with a range of new offerings, including LPS Pet Surprise Singles Series 2 featuring pets #70-87, LPS Pet Pairs Series 2 (pets #88-95) and the LPS Playset featuring two exclusive pets, 20 accessories, fold-out interactive playset and more. Each item comes with Collector Card and virtual code to unlock digital surprises in the popular LPS game on Roblox – already driving 11M plays to-date. Plus, two new series launches are planned for 2025. Images available [here](#).

- **MY LITTLE PONY x Aoger (China):** Hasbro and plush toys company Aoger are collaborating on a new collection of MY LITTLE PONY Generation 5 plush toys. The new lineup will release in China at the end of 2024 and includes innovative, high-quality designs authentic to the iconic MY LITTLE PONY brand made with soft and safe materials.
- **MY LITTLE PONY x Elska (APAC):** Elska, a leader in trendy toys, is working with Hasbro to launch a new stylized figurine collection for MY LITTLE PONY Generation 4. The collection is set to release in early October 2024.
- **MY LITTLE PONY & TRANSFORMERS x Qi Shun (APAC):** Hasbro and consumer electronics manufacturing chain Qi Shun are teaming up to release new ranges of TRANSFORMERS and MY LITTLE PONY phone and computer electronics for the teen and adult markets. The respective product lineups include earphones, handheld fans, mobile phone chargers and more – featuring cool mechanical designs inspired by TRANSFORMERS and bright, colorful designs inspired by MY LITTLE PONY. The lineup successfully launched on Amazon in China this year, including as a Top 7 best seller in the earphone category, and will expand to other APAC regions soon. Images available [here](#).
- **MY LITTLE PONY x Suplay (APAC):** One of the top leaders in trendy toys, Suplay, is collaborating with Hasbro to launch a new MY LITTLE PONY Generation 4 mini figurine collection, which is set to hit shelves in early October 2024.
- **PEPPA PIG x Heinz (EMEA):** PEPPA PIG and Heinz have come together to launch a range of biscotti this fall, feeding the imaginations of babies and toddlers across the UK. The snacks are even embossed with characters and iconography from the popular preschool TV show, including Peppa, Mummy and Daddy Pig and George – and muddy puddles!
- **PEPPA PIG x HTI (EMEA, LATAM, APAC):** A long-time licensee of Hasbro, HTI Toys has expanded their PEPPA PIG range to over 40 preschool role play toys. HTI and Hasbro are excited to embark on their first venture into vehicles with the launch of the Grow With Peppa Tumbling Tower. Perfect for the youngest PEPPA fans, kids can tumble and race the Pig family's car down the tower, sending her off on her next adventure. New for PEPPA's 20th anniversary is PEPPA'S Tablet. HTI will further deepen the range with innovative products like the interactive PEPPA's Driver Dashboard. Images available [here](#).
- **PEPPA PIG x Modern Cloth Nappies (EMEA):** Hasbro has joined forces with Modern Cloth Nappies, winner of Progressive Preschool Awards' Eco Award 2023 and gold winner of Best Reusable Nappy 2023 by Mother & Baby and Made for Mums, to create a beautiful range of reusable nappies and accessories for PEPPA's youngest fans. Product will be available at retail late this year.
- **PEPPA PIG x Trends (EMEA):** Trends, Hasbro's long-standing licensee on ELAs in the UK for PEPPA PIG, will be rolling out product in the new Learn With Peppa look and feel. Off the back of the hugely successful Ladybird publishing partnership on Learn With Peppa, Trends will be leveraging the learning credentials of some of their key learning toys to support a new and growing segment of the PEPPA portfolio this year and beyond. Images available [here](#).
- **PEPPA PIG x Zenker x Dr. Oetker (EMEA):** Continuing PEPPA PIG's 20th anniversary celebrations, Hasbro has collaborated with kitchen and cookware products company Zenker and their license brand Dr. Oetker Kitchen Tools for PEPPA PIG baking accessories. The collection includes a broad range of character-shaped silicone baking molds, cookie cutters, measuring cups, a dough scraper, a rolling pin, a baking brush and pudding bowls – everything you need to dive into the magical world of baking while creating an unforgettable PEPPA-style party. Products are broadly distributed across all major markets in Europe. Images available [here](#).
- **TRANSFORMERS x Blokees (APAC):** Hasbro and Blokees, the company behind highly detailed model futures, kits, and collectibles, have expanded their collaboration to launch new model kits inspired by the upcoming animated film, *TRANSFORMERS ONE*. The (blind box) collectible model kit lineup will be available beginning September 20.
- **TRANSFORMERS x EXG Pro (Global):** One of Hasbro's newest licensees on the TRANSFORMERS brand, EXG Pro have recently launched a fantastic range of device holders, including the Digiplate. This TRANSFORMERS Starter Pack includes a Digistand and three interchangeable, collectible and scannable metal cards which unlock content that fans will love. Sold worldwide, excluding China, Japan and Hong Kong.

- **TRANSFORMERS x Lai Ga (APAC):** Lai Ga, global licensee for Hasbro's TRANSFORMERS, POWER RANGERS and G.I. JOE brands, is releasing new TRANSFORMERS Generations stylized model kits of Autobots and Decepticons in both robot and vehicle forms. Lai Ga has several product ranges, including Flame Toys, Unix Square, Kuro Kara Kuri, Hito Kara Kuri, Furai Action and more. Images available [here](#).
- **TRANSFORMERS x Mattel (APAC, EMEA, LATAM):** The UNO Flip! TRANSFORMERS card game, Mattel's exciting twist to the classic game featuring a two-sided deck with Autobots and Decepticons, is expanding availability internationally to core UNO Flip! markets including Mexico, Germany, China, and Southeast Asia in celebration of the TRANSFORMERS brand's 40th anniversary. Play a Flip card and the deck FLIPS from the Autobots' side to the Decepticons' side, which has penalties that are extra tough. Battle to get rid of cards with the Might of Optimus Prime Rule OR fight to see who must draw cards with the Tyranny of Megatron Rule! Only another Flip card can change things back. Images available [here](#).
- **TRANSFORMERS x MDM Deutsche Munze (EMEA):** MDM Deutsche Münze, the world's leading coin trading company, has collaborated with Hasbro to launch an outstanding 2x1 oz pure silver coin set in celebration of the TRANSFORMERS brand's 40th anniversary. This original coin set features a gear wheel shape with black colour application, matte 24K Gold plating, and the characters Buzzsaw and Ravage, the Decepticon cassette warriors of the TRANSFORMERS universe, designed to convert into a cassette player depicted by the set's packaging. Images available [here](#).
- **TRANSFORMERS x threezero (APAC):** threezero, the Hong Kong based producer and manufacturer of high-end collectible figures, continues its work with Hasbro by introducing a new collection of figures inspired by the highly anticipated movie, *TRANSFORMERS ONE*. Pre-orders for the new collection are available now.
- **TRANSFORMERS x Trefl (EMEA):** Hasbro is collaborating with Trefl, the award-winning and family-owned European puzzle and game developer, to release the new 1000-piece Trefl Prime Unlimited Fit Technology puzzle series. Perfect for true puzzle lovers, the new series depicts the Autobots and Decepticons from the classic TRANSFORMERS franchise, where 683x480 mm pictures can be created. Each puzzle is made of high-quality materials using the thickest cardboard, unique shapes, and a special cutting method. In addition, individual elements are made of ecological materials, including the chute bag and stickers made of biodegradable film. Images available [here](#).
- **TRANSFORMERS x Way Studios (APAC):** Way Studios, a designer and producer of high-end collectible statues and action figures based on authorized IPs, has teamed up with Hasbro to release *TRANSFORMERS ONE*-inspired Mini Statues during the movie airing period. The statues available at release will be Autobot leader Optimus Prime and Decepticon leader Megatron.
- **TRANSFORMERS x Yolopark (APAC):** Yolopark, a Hong Kong-based global licensee for multiple global brands, has launched a *TRANSFORMERS ONE*-themed 'AMK Series' collection as part of its ongoing collaboration with Hasbro. Available now, the new series of collectible figures inspired by the movie will feature four character kits, including Autobot leader Optimus Prime, Bumblebee, Decepticon leader Megatron and Elita-1.
- **MY LITTLE PONY & TRANSFORMERS x Alpha Group (APAC):** Hasbro and Alpha Group have teamed up to deliver *TRANSFORMERS ONE* movie-inspired and MY LITTLE PONY Generation 4-themed collections of badges, acrylic standers and action figures. The product launch will begin with *TRANSFORMERS ONE* badges hitting the market from September 20, 2024. MY LITTLE PONY Generation 4 will go to market at the end of September 2024, while acrylic standers launch in early October 2024. Images available [here](#).

Fashion & Home

- **DUNGEONS & DRAGONS x Koi Footwear (EMEA):** In October, Hasbro and Vegan, British-designed footwear brand Koi are launching a DUNGEONS & DRAGONS (D&D) footwear collaboration that will be out of this world. Known for their unique style, the D&D x Koi collection will consist of eight footwear pieces and five accessory styles all featuring iconic elements from the World's Greatest Roleplaying Game. Images available [here](#).
- **MAGIC: THE GATHERING x BAIT (APAC & NA):** MAGIC: THE GATHERING (MTG) and BAIT have teamed up to release their first capsule together. Available later this year, the range will feature classic and new MTG artwork on BAIT's premium apparel pieces, including 6.1-ounce cotton tees, garment dyed tees, heavyweight fleece and hoodies and more. The collection debuts this October at MagicCon in Las Vegas and will be available at all 10 BAIT U.S. stores (Los Angeles, San Francisco, Seattle, Portland, Denver, Honolulu, San Diego, and Orange County) as well as BAIT Taiwan and BAIT Japan (Tokyo, Osaka).
- **PEPPA PIG x Balabala (APAC):** Balabala, the leading kids' brand in China, has teamed with Hasbro to launch their new PEPPA PIG collection in September 2024. Inspired by PEPPA PIG's 20th anniversary this year, Balabala developed various PEPPA PIG products, including infant & kids apparel, homeware, footwear and accessories, totalling around 29

SKUs for the 2024 Winter season.

- **PEPPA PIG x Bibado (EMEA & NA):** Little ones, get ready for magical mealtimes! Launching this month is a collection of weaning bibs from Hasbro and Bibado. With an award-winning design and Scandi-lead creative, the overall bib is a perfect way to make mealtimes fun with a mess-free for parents whilst children can explore food with their best friend Peppa. Images available [here](#).
- **PEPPA PIG x Crocs (Global):** Put some Peppa in your little one's step in the newest PEPPA PIG Classic Clog from Crocs. With features like Iconic Crocs Comfort™, sweet character Jibbitz™ charms and plenty of extra room for their own personalization, your little ones can oink, giggle and play all day long in comfort and style. Available for purchase at [Crocs.com](#).
- **PEPPA PIG x GAP (China):** PEPPA PIG's 20th anniversary celebrations continue with the PEPPA PIG x GAP infant and kids apparel collection. Featuring oinktastic designs, the cute infant and kids' line invites little ones to 'Jump In' with Peppa and friends when it launches this season.
- **PEPPA PIG x Grass & Air (EMEA):** Grass & Air are an outerwear company bringing fun playwear that make it easy for kids to get outdoors on adventures, whatever the weather – so what better to bring this to life with the queen of muddy puddles, Peppa Pig. Launching in October, the limited collection of two welly styles will feature a signature print of Peppa against a pink coloured welly along with a print of her little brother George on a mint blue boot, both of which will benefit from Grass & Air's colour-revealing technology. Keen muddy puddle jumpers will be able to delight in our PEPPA PIG colour-changing experience when their wellies hit water. Images available [here](#).
- **PEPPA PIG x Trunki (EMEA & NA):** The wait is over! The PEPPA PIG Party Bus Trunki is available now at Amazon, Argos, Jojo Maman Bebe and other retailers. PEPPA PIG and Trunki have embarked on an adventure to make travelling fun, providing a delightful suitcase that makes the perfect travel companion for children on holidays, short breaks, sleepovers and staycations. Red in color and decked out for a celebration, the PEPPA PIG Party Bus Trunki features the iconic characters from the show spreading happiness, positivity and rainbows, all ready for a new adventure. Images available [here](#).
- **TRANSFORMERS x Converse (Global):** Converse and Hasbro are releasing an all-ages collection of Converse sneakers to celebrate the 40th anniversary of TRANSFORMERS. The collection features Generation One TRANSFORMERS characters and artwork on the All Star BB Shift CX, Chuck Taylor All Stars, and limited-edition apparel. Additionally, as part of the release, Converse is giving fans the opportunity to choose their side, Autobots or Decepticons, and make their own TRANSFORMERS Chuck Taylor All Stars through Converse By You customization on [Converse.com](#). Customization options will include artwork, characters, and quotes from the universe. Images available [here](#).
- **TRANSFORMERS x Disguise (EMEA, LATAM, NA):** Disguise, Inc., a world leader in costume design and manufacturing, will design, produce, market and distribute costumes and accessories for Paramount Animation and Hasbro's latest film, *TRANSFORMERS ONE*. Costumes and accessories are available now in stores and [online](#) across North America and LATAM, and some channels in EMEA. Images available [here](#).
- **TRANSFORMERS x Franco (NA):** Hasbro is collaborating with Franco – the leading bedding, bath, and beach licensee for fan-favorite brands – to release a brand-new bedding collection inspired by the franchise's first-ever fully CG-animated film, *TRANSFORMERS ONE*. The TRANSFORMERS Twin/Full comforter and pillowcase set features dynamic, action-packed designs showcasing iconic Autobots and Decepticons. The coordinating pillowcase displays detailed graphics of favorite TRANSFORMERS characters, ensuring a thrilling bedtime experience for fans of all ages. Perfect for adding excitement to any bedroom, this set combines quality materials with beloved TRANSFORMERS imagery for an epic sleep environment. Available for purchase exclusively at [Walmart](#). Images available [here](#).
- **TRANSFORMERS x Irregular Choice (Global):** Following the success of TRANSFORMERS' first range of footwear and accessories with Irregular Choice in 2023, the companies are joining forces again for a men's range. Launching exclusively on Hasbro's DTC channel, Hasbro Pulse, the collection of brogues is to launch end of this year. Images available [here](#).
- **TRANSFORMERS x New Era (APAC):** New Era, a global lifestyle brand with a deeply rooted connection to sport, fashion and culture, has collaborated with Hasbro to launch new apparel and fashion caps inspired by the upcoming *TRANSFORMERS ONE* film release. The collaboration will launch products this month across Hong Kong, Macau, Taiwan and SEA regions.
- **TRANSFORMERS x SuperX (NA):** TRANSFORMERS and SuperX have teamed up for a highly limited activewear collection. The performance line includes short sleeve shirts, hoodies and joggers themed after Optimus Prime and Bumblebee. Infused with their classic design and handcrafted with a 4-way stretch fabric blend, this groundbreaking

collection is perfect for those who want to train like their favorite Autobot! Available for purchase at [co](#). Images available [here](#).

- **TRANSFORMERS x UNIQLO (APAC):** Hasbro and global retailer UNIQLO have teamed up to bring TRANSFORMERS to UNIQLO's popular UTme! graphic t-shirt customization service in China. This month, fans celebrating TRANSFORMERS' 40th anniversary can create their own one-of-a-kind t-shirts in-store featuring the Robots In Disguise. Don't miss a unique TRANSFORMERS x UTme! themed display area in the UNIQLO Shanghai and Beijing flagship stores! Images available [here](#).

Publishing

- **DUNGEONS & DRAGONS x Panini (EMEA):** To celebrate the 50th anniversary of the most iconic role-playing game in the world, Panini has collaborated with Hasbro to invite DUNGEONS & DRAGONS (D&D) fans to take part in a truly epic quest: the search for all the stickers and cards in the DUNGEONS & DRAGONS Collector's Quest collection. With an original cover, created for Panini by fantasy master Alberto Dal Lago, the paperback album hosts more than 250 stickers, 54 cards and a sheet of exclusive stickers that allow you to create your own character, choose your class and set off on an adventure in Faerûn. All DUNGEONS & DRAGONS Collector's Quest products will be available starting October 17, and the Limited-Edition Red Box version, which also includes an original cover by comic book legend Esad Ribic, bringing the iconic Larry Elmore Red Box illustration into the 21st century, is available for pre-order now.
- **MY LITTLE PONY & TRANSFORMERS x Burger King (EMEA):** Hasbro and Burger King have teamed up together with Egmont Story House and Toy Promotion for a special limited-edition and exclusive book campaign featuring TRANSFORMERS and MY LITTLE PONY. This 6-book collection is available now through October 31 in Burger King restaurants across Sweden, Norway, and Denmark. Each book features two opposite-side/upside-down style front covers where fans can flip over from one to another to experience 12 pages of *TRANSFORMERS: EARTHSPARK* animated series-inspired activities and 12 pages of *MY LITTLE PONY* animated series-inspired activities, respectively.
- **TRANSFORMERS x De Agostini (EMEA & LATAM):** In celebration of TRANSFORMERS' 40th anniversary, Hasbro and leading build-up model partwork publisher De Agostini have collaborated to release their Optimus Prime partwork in Belgium and Mexico. Relive the exciting adventures of the fantastic TRANSFORMERS robots by building this perfect reproduction of the powerful leader, Optimus Prime, right down to the smallest details. Each month, subscribers will receive everything they need to build this extraordinary collector's model, including magazines to allow fans to live a one-of-a-kind adventure as they read and build. The collection is already available in the U.S., Poland, Hungary, Slovakia, Czech Republic, Spain and France. Images available [here](#).
- **TRANSFORMERS x Hachette Livre (EMEA):** Hachette Livre, the leading book publisher in France and a division of the Hachette group, the third-largest publisher in the world, has entered into an agreement with Hasbro to release new titles based on the newly released *TRANSFORMERS ONE*. As part of this exciting collaboration, Hachette Livre will publish a movie novelization and two illustrated storybooks, all to be launched simultaneously with local movie release dates.
- **TRANSFORMERS x Kayou (APAC):** Hasbro and leading collectible card company Kayou have joined forces to create and distribute limited-edition *TRANSFORMERS ONE* collectible cards. From September 27, moviegoers in 1,000 cinemas across China will have the chance to receive one customized movie card with their purchase of tickets to see *TRANSFORMERS ONE*.
- **TRANSFORMERS x Nelson Publishing (EMEA):** Nelson Publishing, part of Germany's leading children's book publishing group Carlsen, is working with Hasbro to bring the *TRANSFORMERS ONE* movie to life in print for the GSA market. This partnership will see the release of a movie novelization that fully captures the story of the film, coming out on the same day as the movie release in Germany.
- **TRANSFORMERS x The American Library Association x Skybound Entertainment (NA):** The American Library Association (ALA) and Hasbro have teamed up once again with Skybound Entertainment to encourage kids to get library cards during the U.S.'s Library Card Sign-Up Month (September). In celebration of the 40th anniversary of the TRANSFORMERS franchise, there will be posters, bookmarks and library card art created by *TRANSFORMERS: Worst Bot Ever: Meet Ballpoint* artist Marz Jr. that features Optimus Prime with a library card – each available for purchase in the [ALA store](#). Librarians can host programs teaching attendees how to design their own comic book covers and hone the fundamentals of coloring with free comic book cover templates featuring exciting library-themes and TRANSFORMERS cover art pages originally drawn by Daniel Warren Johnson and Jorge Corona (shared courtesy of Hasbro and Skybound Entertainment). Also, free Library Card Sign-Up Month graphics featuring TRANSFORMERS characters Optimus Prime, Arcee, and Beachcomber (with art by Marz Jr., Daniel Warren Johnson, and Jorge Corona) are available to share all month long on social media. Find out more at <https://ilovelibraries.org/librarycard/>.

Digital Gaming

- **TRANSFORMERS x Outright Games (Global):** Hasbro has teamed up with leading family-friendly interactive entertainment publisher Outright Games and developer 3DClouds for the upcoming release of *TRANSFORMERS: Galactic Trials*, a unique racing adventure game with an intense mix of arcade racing and robot combat featuring many fan-favorite Autobots and Decepticons. *TRANSFORMERS: Galactic Trials* will be available on October 11 to play on PlayStation 4®, PlayStation 5®, Nintendo Switch™, Xbox One, Xbox Series X|S, and Steam.
- **TRANSFORMERS x Space Ape Games (Global):** Hasbro and Space Ape Games have released the 24th game update for mobile game *TRANSFORMERS: Earth Wars*. The latest update features Orion Pax and D-16 from the new *TRANSFORMERS ONE* movie, bringing unique abilities to the battlefield. This includes a brand-new event type – Mayhem – that will test players' strategic prowess and destructive capabilities as they collect more event points by annihilating their enemy's bases.
- **TRANSFORMERS x Voodoo (Global):** Hasbro and mobile game and apps company Voodoo have announced the introduction of Megatron, the iconic Decepticon leader, as the newest TRANSFORMERS Champion in *Mob Control*. Megatron's arrival is part of the game's new episode, 'Echoes from Cybertron – Rise of Megatron,' which features seven challenging new levels ending in a three-round boss battle. This latest update follows the successful game integrations of Autobot favorites Bumblebee and Optimus Prime and coincides with the highly anticipated *TRANSFORMERS ONE* film release.

Global Experiences

- **MONOPOLY Steakhouse (LATAM):** Opening in Monterrey, Mexico in 2025 is MONOPOLY Steakhouse, an unparalleled dining experience themed after the world's favorite family board game. Every detail, from the hidden speakeasy to the MONOPOLY-themed dishes, offers a seamless blend of luxury, nostalgia and modern sophistication. Plus, MONOPOLY Steakhouse features a retail section with exclusive themed luxury items, allowing guests to take a piece of the MONOPOLY magic home with them. Images available [here](#).
- **MONOPOLY Tea Tour (EMEA):** Coming soon, experience London in a whole new way with the MONOPOLY Tea Tour from Brigit's Bakery. An immersive, on-the-move afternoon tea experience aboard a classic Routemaster London Bus, this unique experience blends a London MONOPOLY-inspired sightseeing adventure, a 'quintessentially British' afternoon tea, and a custom, interactive MONOPOLY game, offering a memorable journey for all ages. Book tickets at [b-bakery.com](https://www.b-bakery.com).
- **Planet Playskool UK (EMEA):** Hasbro and Xperience Leisure Ltd (XL) have announced an exclusive licensing agreement to bring the Planet Playskool entertainment centre concept to families across the UK. This multi-activity supercentre will combine XL's expertise in leisure experiences with several beloved family brands such as TRANSFORMERS, POTATO HEAD, MOUSE TRAP and SPIROGRAPH, among other Hasbro brands. Designed to seamlessly combine fun and hands-on learning, Planet Playskool promises an immersive experience that will delight both children and adults alike. Images available [here](#).

Promotions

- **DUNGEONS & DRAGONS x New Holland Brewing (NA):** Craft brewery and distillery New Holland Brewing Co. has announced an expansion of its Dragon's Milk product line to celebrate the 50th anniversary of the World's Greatest Roleplaying Game, DUNGEONS & DRAGONS. The expansion includes a limited-edition D20 Brew Bourbon Barrel Aged Stout and Origin Mead Cask Bourbon Whiskey. Both beverages will be available at select retailers, including New Holland Brewing retail locations, and at dragonsmilk.com starting in November 2024. A merchandise pre-sale including limited wearables and glassware is now available at dragonsmilk.com. Images available [here](#).
- **PEPPA PIG x Gong cha (APAC):** From October 8, tea and beverage franchise Gong cha will offer limited-edition PEPPA PIG-themed Gong cha tumblers and drink bottles along with free sticker sheets for qualifying purchases throughout Australia.
- **TRANSFORMERS x TECNO (APAC, EMEA, LATAM):** To celebrate the franchise's 40th anniversary and new theatrical film, *TRANSFORMERS ONE*, innovative technology brand TECNO has released an all-new TRANSFORMERS-branded smartphone. The limited-edition SPARK Series models will feature iconic TRANSFORMERS elements on its exterior and UI design, while retaining the SPARK Series' exceptional seamless performance and robust durability.
- **TRANSFORMERS x Burger King (Global):** Available now while stocks last, roll out to Burger King to get one of six exclusive *TRANSFORMERS ONE* toys – featuring Optimus Prime (Orion Pax), Bumblebee (B-127) and Elita-1 in robot and alt modes – with the purchase of a King Jr. Meal.

Giving Back

- **PEPPA PIG x Children in Need (EMEA):** BBC's Children in Need (CiN) has joined forces with PEPPA PIG as the organization's main ambassador to support their early years segment, with a heartwarming and fun-filled series of events and fundraising initiatives aimed at raising vital funds to support children. Kicking off the campaign, free PEPPA and Pudsey resources, including activity packs, party decorations, a specially curated PEPPA PIG playlist and more, will be available to nurseries and pre-schools across the UK so they can host fundraising parties in support of CiN. Plus, this September, two exclusive PEPPA PIG apparel items alongside CiN merchandise will be available in ASDA stores and online, with proceeds directly supporting CiN.

Retail Development

- **TRANSFORMERS x Toys”R”Us (APAC):** Iconic toy retailer Toys”R”Us has collaborated with Hasbro for a new retail campaign across China regions for the TRANSFORMERS brand in celebration of the *TRANSFORMERS ONE* movie launch. Now through November, over 200 stores throughout China, including in major cities Beijing, Shanghai, Guangzhou and Chengdu, will feature themed areas for an immersive shopping experience.
- **MY LITTLE PONY x MINISO (APAC):** Miniso, a global value retailer that offers a wide range of stylish lifestyle products featuring IP designs, has partnered with Hasbro to launch MY LITTLE PONY pop-up stores now through October in four Chinese cities: Shenzhen, Chongqing, Suzhou and Tianjin. During this time, MINISO will launch more than 55 new products across including lifestyle, fashion accessories, plush doll, stationery, toys and more.