



## Hasbro's Marianne James to moderate Keynote at Licensing Expo 2025

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Featuring thought leaders from Walmart, Primark and MINISO, the powerhouse panel will dive deep into how retail is changing and the ways in which consumer preference and disruption are shaping the future.

Las Vegas, NV (February 19, 2025) – [Licensing Expo](#), the world's leading tradeshow dedicated to licensing, IP extension and brand collaborations, announces its highly-anticipated keynote session. Licensing Expo will take place May 20-22 at the Mandalay Bay Convention Center in Las Vegas. Licensing Expo is sponsored by industry association, Licensing International.

The session, "The Future of Retail: Trends, Technology and the Evolving Consumer," will feature perspectives from the biggest and most influential retailers in the consumer landscape – Brittany Smith, Vice President of Merchandising, Toys for Walmart U.S.; Sarah Jackson, Global Director of Licensing at Primark; and Ada Dou, Executive Vice President and Chief Product Officer at MINISO. This panel conversation will explore the accelerated pace of change retailers are facing driven by macroeconomic shifts, evolving consumer expectations and rapid technological advancements as they leverage the licensed consumer product model to disrupt the status quo and stay ahead of the curve. Moderated by Hasbro's Senior Vice President of Global Licensing, Marianne James, the panel will further focus on the growth of new consumer demographics, the rise of omnichannel strategies and the increasing influence of AI in decision-making.



"Retail is the heartbeat of licensing, it's where brand recognition meets tangible consumer experiences. As companies expand their licensing presence at retail, they create new touchpoints that connect with audiences in meaningful ways, through innovative product collaborations, exclusive collections or strategic in-store experiences," shares **Amanda Cioletti, Vice President Content and Strategy, Informa Markets' Global Licensing Group, which produces Licensing Expo**. "Highlighting companies with adaptive licensing programs that are reshaping how consumers engage with brands in everyday life will inspire new ideas and offer tangible examples of success in the ever-changing licensing landscape. This is a can't-miss panel and a rare chance to hear from the biggest retailers direct."

Collaborations continue to accelerate business as overall licensed product sales have grown year-on-year. Walmart and Primark continue to launch licensed collections to celebrate new arrivals of iconic television, movie and entertainment entities, most recently highlighting "Wicked" in a 50-piece apparel collection. Furthermore, as of 2024, MINISO has established over 7,000 stores in more than 110 countries.

**Sarah Jackson, Global Director of Licensing at Primark** said: "This year has been another strong one for the industry, with growth driven by exciting collaborations and rapidly evolving consumer trends. At Primark, we continue to expand our license ranges, bringing customers affordable products that celebrate the brands, content, and characters they love. Whether through exclusive collections or engaging in-store experiences, we're always finding new ways to surprise and delight our shoppers. I'm looking forward to joining the discussion on how retailers can stay ahead by using licensing to create meaningful experiences and bring something truly unique to the high street."



*Marianne James, SVP, Global Licensing, Hasbro*

"At Hasbro, we're deeply committed to understanding our fans—which means keeping on the pulse of the future of play and retail. As a global brand owner, we have a unique vantage point, balancing both our role as a licensor and our work with leading retailers. This gives us a strong understanding of the challenges and opportunities retailers face today. Insights we've gleaned from consumer analytics, coupled with broader market trends, point to a retail environment that's evolving at an unprecedented pace. That's why I am excited to moderate this conversation and bring together a diverse array of perspectives from some of the world's leading retailers. Together, we'll explore how licensing can help brands navigate these shifts and come out on top," said **Marianne James, Senior Vice President of Global Licensing, Hasbro.** Brands already signed on to exhibit at Licensing Expo include **Amazon, Bandai Namco, BBC Studios, CAA, Crayola, Crunchyroll, Hasbro, Jazwares, LEGO, Minecraft, Moonbug, NASCAR, Paramount, Pokémon, Riot Games, Sanrio, SEGA, Sony Pictures** and 200+ more.

Retail giants are adapting strategies to engage the modern shopper and drive success in an increasingly digital world. Top retailers in attendance at Licensing Expo include **Amazon, Burlington Stores, GameStop, Hallmark Cards, Hot Topic, Inditex, Kohls, Lids, Lowes, Macy's, Target, TJX and Urban Outfitters**, shopping the show floor to spark new licensing deals, driving consumer engagement and bringing new life to the way brands connect with audiences.

Qualified retailers are able to attend for free. For more information, please visit [www.licensingexpo.com](http://www.licensingexpo.com).

**Registration is now open. To attend Licensing Expo 2025, please visit [www.licensingexpo.com](http://www.licensingexpo.com).**

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#### **About Licensing Expo**

Launched in 1980, [Licensing Expo](#) is the world's largest and most influential annual tradeshow dedicated to licensing and brand extension. Every year, more than 5,000 brands and 16,000 retailers, licensees, manufacturers, distributors, and licensing agents attend Licensing Expo from more than 70 countries. Licensing Expo is a part of the Global Licensing Group at Informa Markets, the licensing industry's leading tradeshow organizer and media partner. Its mission is to provide licensing opportunities around the world by bringing brands and products together. Connect with Licensing Expo and join the conversation on [LinkedIn](#), [YouTube](#), [Twitter](#) and [Instagram](#).

#### **About Global Licensing Group**

The [Global Licensing Group at Informa Markets](#), a subsidiary of Informa plc (LON:INF), is the licensing industry's leading tradeshow organizer and media partner. Its mission is to provide licensing opportunities around the world by bringing brands and products together. The following events and information products are produced for the licensing industry by the Global Licensing Group at Informa Markets: [Licensing Expo](#), [Brand Licensing Europe](#), [Licensing Expo Shanghai](#) and [License Global](#).

#### **About Licensing International**

Licensing International is the leading trade organization for the \$356+ billion global brand licensing industry. Licensing International's mission is to foster the growth of brand licensing around the world, raise the level of professionalism for licensing practitioners, and create greater awareness of the benefits of licensing to the business community at large. Founded in 1985, more than 1,500 Licensing International member companies in over 40 countries enjoy access to an array of benefits, including extensive educational programming and worldwide networking events. Visit [www.LicensingInternational.org](http://www.LicensingInternational.org) for more information.

#### **About Hasbro**

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

#### **About Primark**

Primark is an international fashion retailer employing more than 80,000 colleagues across 17 countries in Europe and the US. Founded in Ireland in 1969 under the Primark brand, Primark aims to provide affordable choices for everyone, from great quality everyday essentials to stand-out style across women's, men's and kids, as well as beauty, homeware and accessories. With a focus on creating great retail experiences, Primark has 450 stores globally and continues to expand.

Primark is working to make more sustainable fashion affordable for everyone through its Primark Cares strategy, a multi-year programme that focuses on giving clothing a longer life, protecting life on the planet and supporting the livelihoods of the people who make Primark clothes. As part of this, Primark unveiled nine commitments it is working to achieve by 2030. These commitments include making all of its clothes from recycled or more sustainably sourced materials by 2030, halving carbon emissions across its value chain and pursuing a living wage for workers in its supply chain. More information can be found here: [www.primark.com/en-gb/primark-cares](http://www.primark.com/en-gb/primark-cares).

#### **About MINISO**

MINISO Group Holding Limited (NYSE: MNSO; HKEX: 9896), founded in 2013 by Chinese entrepreneur Mr. Guofu Ye, is a global value brand offering a variety of trendy lifestyle products featuring IP design. The Company serves consumers primarily through its large network of MINISO stores, and promotes a relaxing, treasure-hunting and engaging shopping experience full of delightful surprises that appeals to all demographics.

Aesthetically pleasing design, quality and affordability are at the core of every product in MINISO's wide product portfolio, and the Company continually and frequently rolls out products with these qualities. Since the opening of its first store in China in 2013, we have successfully incubated two brands – "MINISO" and "TOP TOY", and has built its flagship brand "MINISO" as a globally recognized retail brand and established a massive store network worldwide.

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