



Hasbro at Brand Licensing Europe 2025: Playing to Win with Iconic Brands and Global Momentum

07 Oct, 2025

As Hasbro arrives at **Brand Licensing Europe 2025** (October 7–9), the company is Playing to Win—spotlighting the creativity, innovation, and global reach of its powerhouse portfolio. From preschool favorite PEPPA PIG to fan-fueled franchises like MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, and TRANSFORMERS, Hasbro and its licensees are unveiling fresh collaborations, new category expansions, and immersive brand experiences designed to engage fans of all ages.

At this year's event, Hasbro will be located at stand #A211 at ExCeL London, presenting a diverse lineup of licensed programs and franchise initiatives. Attendees can also stop by the PEPPA PIG Lounge directly behind the Hasbro booth at #B211—a lively space to meet, play, and connect with industry peers and colleagues.

The latest news, launches, and premium collaborations from across Hasbro's iconic portfolio of brands include:

• **Music & Entertainment**

- **JEM AND THE HOLOGRAMS Re-Recorded 40th Anniversary Deluxe Album** (Global): Following a successful 40th anniversary album launch this summer, JEM AND THE HOLOGRAMS return with an electrifying new deluxe release. Featuring reimagined classics from the iconic 1985 TV series alongside three all-new bonus tracks and remixes, the album captures the spirit of JEM like never before. With exclusive artwork, collector's packaging, and limited-edition vinyl available globally alongside digital formats, this milestone shines bright as *Glitter & Gold*. Pre-order the album now [HERE](#), and download high-res album artwork [HERE](#).
- **MY LITTLE PONY – Friendship is Magic 15th Anniversary Album** (Global): MY LITTLE PONY celebrates 15 years of *Friendship is Magic* with a special anniversary album featuring fan-favorite songs from the beloved series. Available globally across digital platforms and select physical formats, the collection brings the magic of friendship to a new generation while honoring the show's legacy. Pre-orders begin October 10, with wide availability from November 7. Download high-res album artwork [HERE](#).
- **PEPPA PIG – Happy Holidays with PEPPA PIG Vol. 2** (Global): PEPPA PIG is back to celebrate the season with the second volume of *Happy Holidays with PEPPA PIG*. The new album features festive favorites, including a cover of Wham!'s iconic single "Last Christmas." Available globally to stream starting November 21. Download high-res album artwork [HERE](#).
- **PEPPA PIG x Samsung TV Plus** (NAM): This fall, Samsung TV Plus will premiere the PEPPA PIG & FRIENDS FAST channel, offering preschoolers a dedicated space to enjoy stories from the beloved brand. The launch brings PEPPA PIG directly to millions of U.S. households through Samsung's leading free streaming platform. Download high-res images [HERE](#).

• **Toys and Games**

- **LITTLEST PET SHOP x RMS** (EMEA): RMS will extend its work with Hasbro through a new LITTLEST PET SHOP range, set to arrive across EMEA in 2026. The launch builds on the brand's renewed momentum, bringing fresh ways for fans to engage with the beloved collectible franchise.
- **MY LITTLE PONY x TY** (Global): TY will expand its Beanie Bouncer range with the launch of MY LITTLE PONY characters in late 2025. Celebrating 15 years of Friendship is Magic, the release features fan favorites Rainbow Dash, Twilight Sparkle, Fluttershy, and Pinkie Pie, bringing the magic of MY LITTLE PONY to TY's iconic plush

format for fans around the world.

- **PEPPA PIG x Character Options** (Global): Character Options has launched the innovative PEPPA PIG Whizz-Around range, bringing exciting new track-and-vehicle play to the beloved preschool brand. Featuring jigsaw-style tracks, customizable accessories, motion-activated sound effects, and iconic character vehicles like Peppa's Little Red Car and Grandpa Pig's Boat, the range introduces a fresh play pattern designed for preschoolers. Following strong early sales and high retail demand, a full marketing campaign spanning TV, YouTube, social media, and influencer programs is underway to support the line across the UK and EMEA.
- **PEPPA PIG x HTI** (UK): HTI will build on its longstanding relationship with Hasbro by introducing new PEPPA PIG role play products in the UK from 2026. Expanding the brand's toy portfolio, the range will offer preschoolers even more ways to immerse themselves in imaginative play. Download a high-res image [HERE](#).
- **PEPPA PIG x Mookie** (EMEA): The Grow with PEPPA PIG range expands into wooden toys with Mookie, launching across EMEA in late 2025. Designed to bring sustainable, character-led play to families, the new line strengthens PEPPA PIG's position as a trusted preschool brand in the region.

• **Arts, Crafts & Stationery**

- **MY LITTLE PONY, PEPPA PIG, & TRANSFORMERS x Craft Buddy** (EMEA): Craft Buddy, one of the UK's leading arts and crafts companies, will introduce PEPPA PIG, TRANSFORMERS, and MY LITTLE PONY into its creative portfolio beginning Q1 2026. The multi-territory agreement expands Hasbro's preschool and fan-favorite brands into the arts and crafts space, giving families new ways to engage with some of the world's most loved characters.
- **PEPPA PIG x STAEDTLER** (Global): In early 2026, PEPPA PIG will join STAEDTLER's Noris junior range, introducing child-friendly stationery designed for ages 2+. Safe, easy to hold, and creativity-sparking, the collection adds a playful preschool touch to one of the world's most trusted stationery lines.

• **Collectibles & Crossovers**

- **MONOPOLY x Mattel Hot Wheels** (Global): To celebrate MONOPOLY's 90th anniversary, Hasbro and Mattel are launching the Hot Wheels Pass 'N Go 1:64 die-cast collectible — the first-ever collaboration between the two iconic brands. Available globally beginning November 1, the collectible is modeled after MONOPOLY's classic Race Car token, designed to look at home both on the game board and racing along a Hot Wheels track. Download high-res images [HERE](#).
- **MONOPOLY x The Royal Mint** (EMEA): To mark MONOPOLY's 90th anniversary, The Royal Mint has unveiled the first-ever UK coin celebrating a board game: a collectible 50p dedicated to MONOPOLY. Released on September 15, the coin features Mr. Monopoly alongside classic game elements, plus an innovative lenticular GO sign that transforms to reveal the iconic M money symbol. Available in Brilliant Uncirculated, silver, and gold editions, the collection highlights MONOPOLY's cultural legacy and impact in the UK. Download high-res images [HERE](#).
- **TRANSFORMERS x Mattel Hot Wheels** (Global): Optimus Prime's evil clone, Nemesis Prime, crashes into the Hot Wheels® TRANSFORMERS™ line this season. Created for collectors by the twisted mind of Unicron and armed with the same abilities as his heroic counterpart—but without morality or pain receptors—Nemesis Prime is a fan-favorite character known for wreaking havoc across the universe. The 1:64 scale die-cast features gloss black with teal accents, translucent red windows, custom Real Riders with silver VUM foil, attachable hands, and an ion blaster. Download high-res images [HERE](#).
- **TRANSFORMERS x LEGO** (Global): This October, TRANSFORMERS and LEGO expand access to their latest collaboration with trade-wide retail availability of LEGO Soundwave. Bringing the iconic Decepticon to life in brick form, the launch follows strong fan anticipation and builds on the brands' successful crossover line. Download high-res images [HERE](#).
- **TRANSFORMERS x The Noble Collection** (Global): Hasbro and The Noble Collection will introduce a new line of finely crafted TRANSFORMERS collectibles. Launching in late 2026 across multiple global markets, the range will showcase the franchise's most iconic characters through The Noble Collection's renowned artistry and attention to detail.

• **Gaming Accessories**

- **MAGIC: THE GATHERING x Dragon Shield** (Global): Dragon Shield will debut official MAGIC: THE GATHERING accessories worldwide in late 2025, launching with Legendary Series sleeves featuring iconic creatures like The Ur-Dragon and Landfall Series sleeves inspired by Tarkir's Dragonstorm fetch lands. Download high-res images [HERE](#).
- **MAGIC: THE GATHERING x Gamegenic** (Global): Gamegenic, an Asmodee studio, will debut a new line of official MAGIC: THE GATHERING accessories beginning with sleeves, deck boxes, storage, and playmats. The first products will be available in the U.S. in early October 2025, followed by Canada and Europe later in the month, with a full lineup tied to future MAGIC sets rolling out in 2026. Download high-res images [HERE](#).

• **Apparel, Accessories and Footwear**

- **FURBY, LITTLEST PET SHOP, & PEPPA PIG x CCC** (CEE/Poland): CCC recently launch three new collections across footwear and accessories in EMEA, featuring PEPPA PIG and, for the first time, LITTLEST PET SHOP and FURBY. The release expands Hasbro's portfolio in fashion lifestyle categories, bringing fan-favorite brands into

everyday wear for families across the region.

- o **MAGIC: THE GATHERING x Box Lunch** (NAM): BoxLunch has launched a new capsule collection inspired by MAGIC: THE GATHERING! This exclusive collection features a crewneck, button-up, t-shirt, and varsity jacket that fans of the card game are sure to love. Download high-res images [HERE](#).
- o **MONOPOLY x Timex** (Global): Timex will debut a dedicated MONOPOLY watch collection in late-2025, featuring three unique SKUs. The launch brings Hasbro's iconic game into the timepiece category, blending timeless style with playful design details.
- o **MY LITTLE PONY x Monsoon** (Global): Monsoon will debut an exclusive MY LITTLE PONY capsule collection in SS 2026, blending vintage-inspired prints with the brand's beloved retro magic. Spanning clothing and accessories, the collection brings timeless PONY nostalgia into modern fashion.
- o **OUIJA x Loungefly** (Global): Loungefly has launched two new OUIJA-inspired bags, available now on Loungefly.com and select retailers. The crossbody bag, shaped like a planchette, features a lenticular panel that shifts between "Yes" and "No" and glows in the dark, while the canvas tote carries a printed OUIJA board design with a matching glow-in-the-dark planchette charm. Download high-res images [HERE](#).
- o **PEPPA PIG x Baby Mori** (UK): In Autumn/Winter 2025, Baby Mori will extend its PEPPA PIG apparel range with new tees and sweatshirts featuring Baby Evie, PEPPA PIG's newest character. Continuing the collaboration for another two years, the collection brings the brand's New Era story into premium preschool fashion.
- o **PEPPA PIG x Hanna Andersson** (NAM): This holiday season, Hanna Andersson will debut a new PEPPA PIG collection featuring cozy sleepwear and playful apparel for toddlers. Available online starting November 5, the range captures the charm and joy of PEPPA PIG with designs that bring comfort and whimsy to kids' wardrobes. Download high-res images [HERE](#).
- o **PEPPA PIG x Matalan** (UK): In August 2025, Matalan will launch a PEPPA PIG sibling range featuring George and Baby Evie. The collection highlights family storytelling at the heart of the brand, giving fans fresh ways to engage with Peppa's world.
- o **PEPPA PIG x Next** (Global): Next will debut a brand-new PEPPA PIG capsule collection in late-2025, featuring Peppa, George, and Baby Evie, the brand's newest character. The range includes playful everyday wear along with a seasonal Halloween dress, available online and in selected stores worldwide. Download high-res images [HERE](#).
- o **PEPPA PIG x William Lamb** (UK): Peppa's new baby sister Evie will make her debut on new PEPPA PIG slipper designs from William Lamb, arriving at UK grocers in Q4 2025. The launch brings the brand's newest character into everyday preschool fashion, expanding PEPPA PIG's presence in the footwear aisle.
- o **POWER RANGERS x Box Lunch** (NAM): BoxLunch has launched a new capsule collection inspired by Mighty Morphin Power Rangers! This exclusive collection features jerseys, a racing jacket, and a hoodie that bring classic Power Rangers style to today's fans.

- **Home and Lifestyle**

- o **PEPPA PIG x Robert Fredrick** (UK): Beginning in Q2 2026, Robert Frederick will launch a year-round range of baby PEPPA PIG items in the UK. The collection includes photo albums, enamel mugs, and comb sets, offering families thoughtful keepsakes and everyday essentials featuring the beloved preschool brand.
- o **PEPPA PIG x Rossmann** (GSA): Rossmann will expand its Grow with PEPPA PIG cross-category private label range under their BABYDREAM brand from September 2025. The refreshed range will span bodycare, personal care, nappy pants, wipes, food, tableware, and more - supported by a strong marketing campaign across the GSA region.
- o **PEPPA PIG x The Sleep People** (UK): The Sleep People will introduce a new PEPPA PIG mattress range in the UK, spanning cot bed sizes through to bunk bed mattresses. Designed to support families through key early years milestones, the collection brings Peppa's world into bedtime in a practical and playful way.

- **Food & Beverage**

- o **MONOPOLY x Truffle Guys** (EMEA): MONOPOLY is heading into the kitchen with Truffle Guys on a flavorful truffle oil release. The collaboration adds a gourmet twist to the brand's 90th anniversary celebrations.
- o **PEPPA PIG x Brompton House** (UK): Brompton House will launch a PEPPA PIG range including brownie bags, lunchboxes, and cake bars, with festive winter packaging arriving in October 2025. The range will expand across retailers in the UK and Europe, adding sweet new options to PEPPA PIG's growing food portfolio.
- o **PEPPA PIG x Yoplait** (EMEA): Yoplait will refresh its PEPPA PIG yogurt line in Spring 2026, unveiling updated mini-pot packaging alongside the debut of a new larger format. The update expands upon one of PEPPA PIG's most popular food offerings, giving families more ways to enjoy the brand at mealtime. Download high-res images [HERE](#).
- o **TRANSFORMERS x Bauli** (EMEA): Hasbro and Bauli will extend their collaboration with the return of TRANSFORMERS chocolate Easter eggs in early-2026. Building on eight years of success, the seasonal treats remain a staple for fans and families across EMEA.

- **Publishing**

- o **Hasbro Games x Tonies** (Global): tonies and Hasbro have expanded their long-term licensing agreement to bring select Hasbro Games titles to the recently launched Toniebox 2. Beginning in 2026, three classic Hasbro Games

board games – including MONOPOLY – will debut in new Tonieplay formats, tonies' new product category with interactive, screen-free games for solo and multi-play. Download high-res images [HERE](#).

- o **JEM AND THE HOLOGRAMS x BOOM! Studios** (Global): BOOM! Studios has licensed publishing rights to the “Truly Outrageous” JEM AND THE HOLOGRAMS franchise and will release all-new stories beginning in 2026. Ahead of the new series, BOOM! will launch a Direct Reserve Campaign on Kickstarter this November to collect the historic run of JEM AND THE HOLOGRAMS comics.
- o **MY LITTLE PONY x Fantasy Tree** (APAC): A new monthly MY LITTLE PONY magazine will debut in China in November 2025, targeting readers ages 7–11. Each issue will explore a key social topic, helping children navigate everyday challenges while connecting with the magic of friendship.
- o **MY LITTLE PONY x Kayou** (NAM & APAC): Kayou officially entered the U.S. market in September 2025 with the debut of MY LITTLE PONY Friendship Eternal Cards – Moon Edition. The collection features stunning artistic interpretations of the Mane 6, including Crystal Fantasy and Four Seasons rare cards inspired by mythology and traditional Chinese aesthetics. At the same time, Kayou has previewed the first Japanese MY LITTLE PONY trading card game starter pack, giving fans in Japan a brand-new way to collect and play.
- o **PEPPA PIG x BubblyDoo** (EMEA): After the strong success of its personalized PEPPA PIG Father's Day book—selling more than 10,000 copies worldwide—BubblyDoo will expand the range with three new titles for Summer, Back to School, and Christmas 2025. The program will further grow in 2026 with launches planned for France and Germany, bringing personalized storytelling to even more PEPPA PIG fans.
- o **PEPPA PIG x Egmont Story House** (EMEA): Egmont will launch a new PEPPA PIG magazine in Germany starting January 2026, while also renewing its program in the UK. The expansion strengthens PEPPA PIG's publishing presence across EMEA, giving preschoolers fresh ways to enjoy stories and activities with Peppa and her family.
- o **PEPPA PIG x Scholastic** (US): Hasbro has renewed its publishing program with Scholastic, extending a 12-year collaboration to release new PEPPA PIG storybooks in the U.S. The refreshed line will expand the brand's presence in early reading, offering families more ways to enjoy Peppa's world through books.
- o **PEPPA PIG x World Book Day** (EMEA): For World Book Day 2026, PEPPA PIG will star in a special title, One Big Family, available across the UK and Ireland. The release will give preschoolers a fresh story to enjoy as part of the beloved annual celebration of reading.

• **Promotions**

- o **DUNGEONS & DRAGONS x New Holland Brewing** (NAM): Dragon's Milk from New Holland Brewing & Distilling Co. will continue its collaboration with DUNGEONS & DRAGONS in 2025 with the return of two fan-favorite releases: D20 Brew and Mead Cask Bourbon. Launching with collectible packaging and limited-edition sets, the lineup includes the D20 Dice Tower Set and the Mead Cask Bourbon Gift Set, both available in November following the nationwide rollout of D20 Brew on October 18.
- o **CONNECT 4 x OTTO** (EMEA): Running through October 31, OTTO's high reach CONNECT 4 campaign is fronted by pop phenomenon Tokio Hotel. Fans can play CONNECT 4 online or in the OTTO app against avatars of the band, with chances to win weekly prizes, OTTO vouchers, and a €100,000 jackpot. Rolled out across TV, social media, digital out-of-home, and more, the campaign blends nostalgia with a gamified shopping experience to drive engagement across Germany. Download high-res images [HERE](#).
- o **MONOPOLY x Arla Foods** (EMEA): In late-2025, Arla Foods will bring back its PUCK on-pack MONOPOLY promotion in the Middle East. Following strong success in 2024, the program once again offers shoppers the chance to unlock MONOPOLY-branded rewards at shelf. Download high-res images [HERE](#).
- o **MONOPOLY x Carrefour** (EMEA): Carrefour, one of the largest retail chains in France, will be launching an engaging MONOPOLY-themed loyalty program from Q3 to Q4 2025. Shoppers can participate in-store for a chance to instantly win prizes, with the initiative designed to boost engagement and reward customers through the brand power of MONOPOLY. Download high-res images [HERE](#).
- o **MONOPOLY x Pringles** (Global): Running now through early-2026 across 38 international markets, Pringles has rolled out its “Big Night In” campaign with MONOPOLY. On-pack promotions will offer shoppers exclusive MONOPOLY board games and the chance to win an all-expenses-paid trip to New York City. Download high-res images [HERE](#).
- o **PEPPA PIG x Cameo** (Global): PEPPA PIG has joined Cameo Kids, giving families worldwide the chance to order personalized video messages from Peppa. Using safe, child-friendly AI voice technology, the videos bring Peppa's playful personality to life for birthdays, milestones, or everyday surprises. The launch expands PEPPA PIG's presence in digital experiences, creating magical, one-of-a-kind connections for fans across the globe. Download high-res assets [HERE](#).
- o **PEPPA PIG x VOYAH** (APAC): VOYAH will launch the all-new Zhiyin Ultra-Spacious All-Electric SUV with a PEPPA PIG activation running now through February 2026. The program includes a launch event, test drives, mall activations, car club member activities, a consumer loyalty program, and broad media support spanning TV, digital, and social.
- o **PLAY-DOH x Dodo Pizza** (EMEA): Starting late this year, Kazakhstan-based quick service restaurant chain Dodo

Pizza will run a promotional campaign featuring PLAY-DOH. Running through early-2026, children's meals will include PLAY-DOH cans as giveaways, adding creativity and play to the dining experience.