



LMA Takes on Scarlett & Crimson in North America

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Coolabi is sending tween and teen girl property Scarlett & Crimson to the U.S. with the signing of Lisa Marks & Associates (LMA) to represent the brand in the North American market.

Scarlett & Crimson was created by Ged Backland and is owned jointly by Backland and Coolabi.

Coolabi's naming of LMA comes on the heels of several new deals for Scarlett & Crimson—a series of books from consumer publishing giant Simon & Schuster for the U.S., Canada and the U.K.; a Scarlett & Crimson range of gift cosmetics and toiletries for the U.K. market developed by beauty industry celebrities Ruby Hammer and Millie Kendall; and a collection of limited-edition women's vests from catwalk designer Robert Cary-Williams.

"Scarlett and Crimson is a brand with vast international potential," says Janet Woodward, Coolabi's head of licensing. "LMA not only understands the brand and its needs but we are certain that it has the experience, insight and expertise to take it to the next level—and beyond in the North American market."