



Friends of ours, and now friends of yours... Introducing the Peanuts Global Artist Collective at Browns



The gang's all here - Snoopy, Charlie Brown, Lucy and Linus are all coming to Browns. To coincide with the Good Grief, Charlie Brown! exhibition launching at Somerset House, Browns have collaborated with Peanuts and the Peanuts Global Artist Collective to create an edit of product that will be available *exclusively* at Browns. The collective is a worldwide arts initiative that has engaged seven talented artists (André Saraiva x Mr. A, AVAF, FriendsWithYou, Kenny Scharf, Nina Chanel Abney, Rob Pruitt, and Tomokazu Matsuyama) to blend Charles M. Schulz's signature hand-drawn vision with their own individual styles and mediums.

And get this, for the launch, Browns has teamed up with four brands, including Corkcicle, Denik, Champion, Huf and Pintrill, using works from three of the artists – André Saraiva x Mr. A, Nina Chanel Abney, and FriendsWithYou – to create an edit of must-have lifestyle and ready-to-wear products ranging from tote bags to skateboards, sweaters, water bottles and notepads.



And the best part of it all? LA-based artists FriendsWithYou have created two public art installations that will be on view in London this month. One is a blow-up of lil Cloudy Brown that will be housed in the entrance of Browns East, and the other is a set of three lightboxes located on the Embankment entrance of Somerset House, featuring three of their Peanuts Global Artist Collective works. In the words of Snoopy 'never forget to smile' and you sure will be smiling when you see these crazy good pieces of art.

Ida Petersson, Womenswear Buying Director, says, “There is a big Peanuts fan community at Browns and art is also close to our hearts, so when we were given the opportunity to host the Peanuts Global Artist Collective collection alongside the fantastic exhibition at Somerset House, we leaped at the chance. The partnership with Somerset House feels like a natural extension for Browns as our East London store will always have art at its core and Somerset House is one of the leaders in its field.”

Lindsey Schulz says, “As the granddaughter of Charles Schulz, I feel that the Peanuts Global Artist Collective is a truly thrilling project because it makes contemporary art accessible to everyone—and it shows that the art of Peanuts was the work of someone ahead of his time. Having seen this project expand into new cities and reach new audiences is incredible and reinforces how much my grandfather's work continues to affect people around the world today.”

FriendsWithYou, “We are so happy to have ‘lil Cloudy Brown’ be one of our first pieces to appear in London, along with our installation at Somerset House, and to be a part of the Peanuts Global Artist Collective, which is bringing good feelings to people around the world., said Sam Borkson and Tury Sandoval of FriendsWithYou, “‘lil Cloudy Brown’ is a combination of our Little Cloud icon, combined with the sweet, melancholic Charlie Brown.”

Peanuts Global Artist Collective x Browns will be available exclusively in the U.K. at Browns East and Brownsfashion.com from October 26th. Prices range from £10 for a notepad to £85 for a skateboard. Be sure to checkout the Good Grief, Charlie Brown! exhibition on until March 3rd at Somerset House.



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Browns



ABOUT BROWNS

Browns launched into the London scene in 1970 - a MAJOR fashion moment. At a time when there were no multi-brand boutiques, Joan and Sidney Burstein bought the first of five Georgian townhouses on South Molton Street and changed the course of retail and fashion history forever. The first to introduce brands such as Ralph Lauren and Calvin Klein to the UK, Mrs B also discovered home grown talents like Alexander McQueen and John Galliano, championing them in a way that no one else could.

The search for creativity, innovation and originality continues to define the Browns spirit and in 2015, Farfetch - also known for its pioneering approach, bought and invested in Browns. Holli Rogers joined team Browns as CEO that same year and has been busy making her indelible mark on the business ever since, leaving sprinkles of joy in her ever-so-stylish wake. Now that we have combined the Browns DNA with Farfetch's tech brilliance, Browns is on a journey to harmonise the best parts of the beloved boutique shopping experience with the speed and convenience of e-tail. In 2017, Browns opened the doors to Browns East, an augmented retail environment and the first incarnation of the Browns Nomad project.

ABOUT SOMERSET HOUSE

Inspiring contemporary culture

One of the city's most spectacular and well-loved spaces, Somerset House is a new kind of arts centre in the heart of London, designed for today's audiences, artists and creatives – an inspirational community where contemporary culture is imagined, created and experienced.

From its 18th Century origins, Somerset House has played a central role in our society as a place where our culture and collective understanding of the world is shaped and defined. In 2000, it began its reinvention as a cultural powerhouse and home for arts and culture today, creating unique and stimulating experiences for the public, bringing them into direct contact with ideas from the greatest artists, makers and thinkers of our time. Our distinctive and dynamic year-round programme spans the contemporary arts in all its forms, from cutting-edge exhibitions and installations to annual festivals, seasonal events in the courtyard including Film4 Summer Screen, Summer Series and Skate, and an extensive learning and engagement programme.

As well as welcoming over 3million visitors annually, Somerset House houses the largest and most diverse creative communities in the country – from one-person start-ups to successful creative enterprises including MOBO, British Fashion Council, Dance Umbrella, Improbable Theatre, Hofesh Shechter Company, and Dartmouth Films. In 2016 we launched Somerset House Studios – a new experimental workspace connecting artists, makers and thinkers with audiences. Currently housing over 80 artists and Makerversity (a community of over 250 emergent makers), the Studios are a platform for the development of new creative projects and collaboration, promoting work that pushes bold ideas, engages with urgent issues and pioneers new technologies.

www.somersethouse.org.uk

ABOUT PEANUTS

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang have made an indelible mark on popular culture.

Peanuts animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain network on YouTube worldwide. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are majority owned by DHX Media (TSX: DHX, NASDAQ: DHXM), through its subsidiaries Peanuts Worldwide, a partnership with the family of Charles M. Schulz, and Peanuts Holdings, a partnership with Sony Music Entertainment (Japan) Inc.



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