

## **7UP INTERNATIONAL LICENSING**

7UP logos, both vintage and contemporary, are instantly recognizable all over the world. Thanks to a string of successful campaigns, 7UP stamps a youthful, uplifting vibe on

apparel, accessories, home décor, and serveware.



active wear laptop covers

beach towels luggage

bedding men's outerwear

belts pants
bicycles pillows
bicycle accessories polo shirts

caps premium design gifts

slippers

cell phone covers scarves
clocks serving trays

dinnerware sneakers dresses socks

flip flops sports bags glassware sunglasses gloves sweaters

greeting cards sweatshirts
handbags t-shirts
headphones wallets

home decor signage

key chains

denim





## **BRAND HERITAGE**

UP 8

The 7. The bubbles. The bold red dot. The same three pieces have made up the 7UP logo for a long, long time. But the logo always feels fresh because every few years we remix and reimagine it, like a remake of a popular song or movie.

7UP is a logo that is as uplifting as the soft drink itself. And it says a lot of positive things: The 7 signals luck; the UP suggests an upbeat attitude, the sun and the sky; and the red dot wraps it all up like a bow, or a period at the end of the 7UP sentence.

1929

19305-19405

1950s

1960s

1970s

1**380**2

1990s

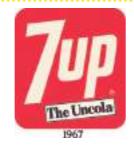
5000s

CURRENT

























1047

## **APPAREL INSPIRATION**

UP ®

We think these 7UP licensed products are pretty cool because they incorporate new and vintage 7UP imagery on a style of apparel that reflects the timeless energy of 7UP itself.

















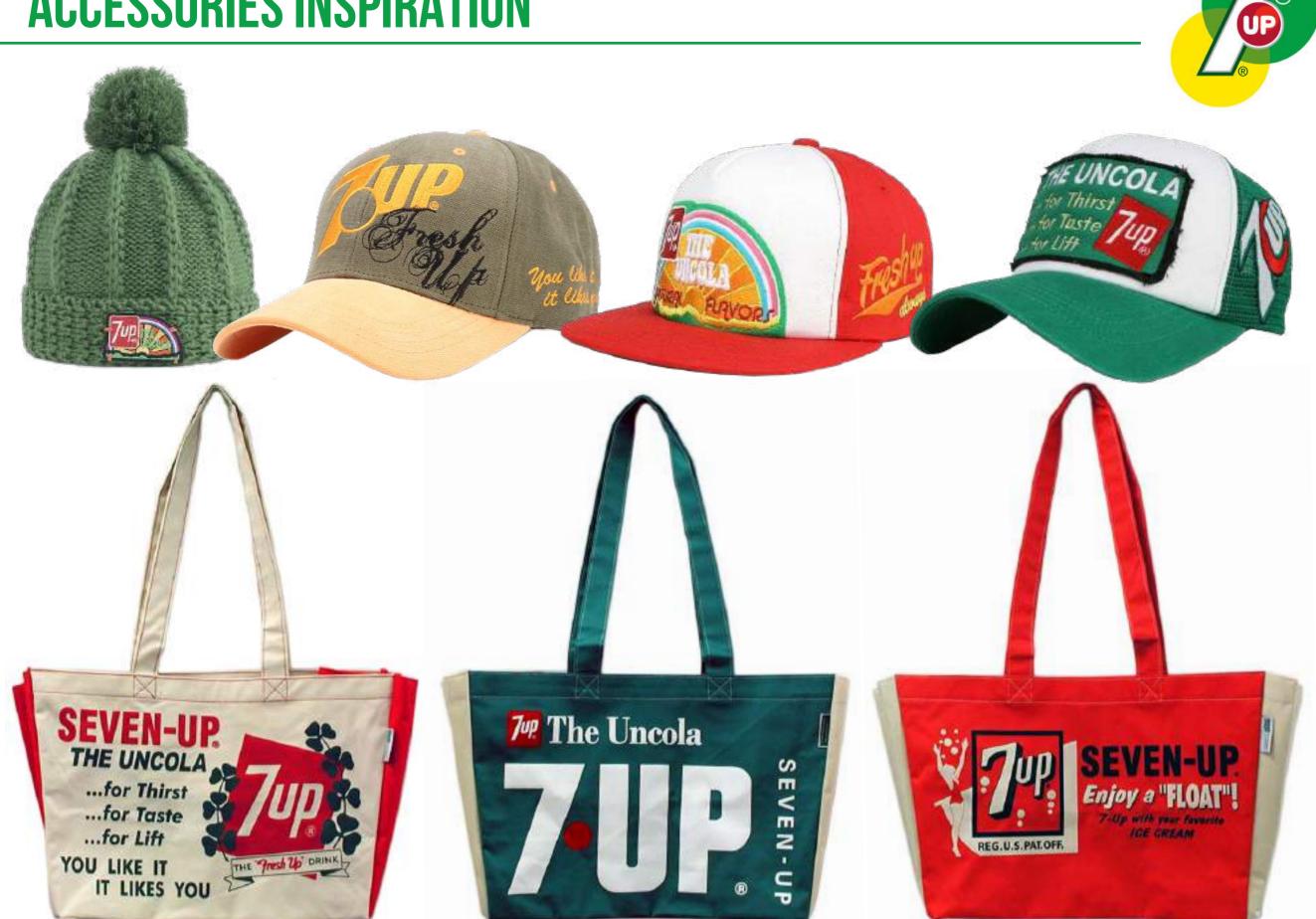






## **ACCESSORIES INSPIRATION**





## WHAT'S NEW?

# UP 8

### APPAREL BY POETIC GEM, UK



### APPAREL BY FIPOTEX, SCAND











## **RETAILERS**



ONLY



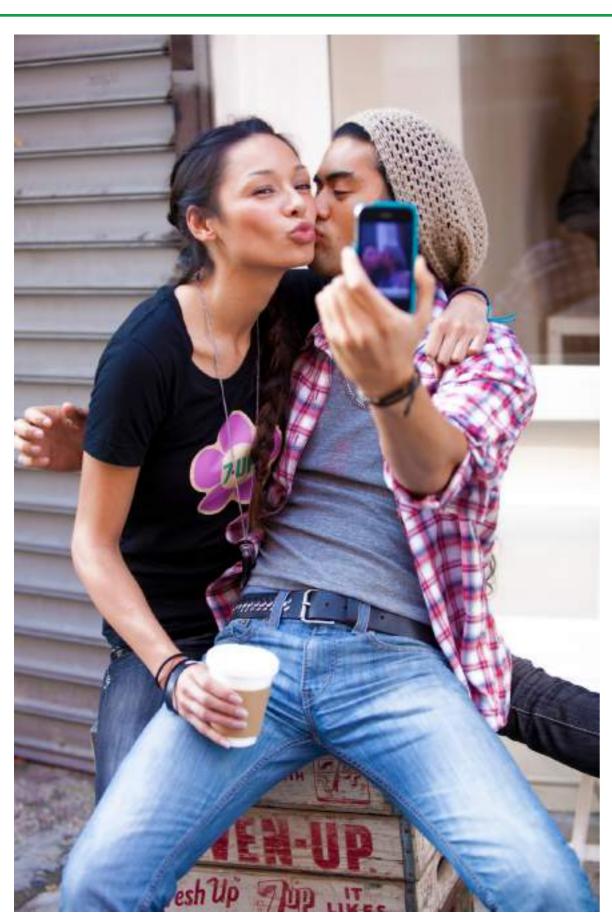
TOPMAN

BANK



## **CONTACT US TODAY**





FOR LICENSING OPPORTUNITIES, PLEASE CONTACT



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