



INTERNATIONAL LICENSING 2013



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.

AVAILABLE PRODUCT CATEGORIES

active wear	laptop covers
beach towels	luggage
bedding	men's outerwear
belts	pants
bicycles	pillows
bicycle accessories	polo shirts
caps	premium design gifts
cell phone covers	scarves
clocks	serving trays
denim	slippers
dinnerware	sneakers
dresses	socks
flip flops	sports bags
glassware	sunglasses
gloves	sweaters
greeting cards	sweatshirts
handbags	t-shirts
headphones	wallets
home decor signage	women's outerwear
key chains	



BRAND HERITAGE



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 re-imagine 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



1930s-1940s



1950s



1960s



1970s



1980s



1990s



2000s



CURRENT



APPAREL INSPIRATION



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.



APPAREL INSPIRATION



ACCESSORIES INSPIRATION



WHAT'S NEW?



APPAREL BY POETIC GEM, UK



APPAREL BY FIPOTEX, SCAND



RETAILERS



next

ZARA

ONLY[®]



TOPMAN

BANK



CONTACT US TODAY



FOR LICENSING OPPORTUNITIES, PLEASE CONTACT



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