

## Chupa Chups, Heelys Roll into Partnership



The lollipop brand is skating into a new partnership with Heelys.

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Chupa Chups' licensing agency in North America, Lisa Marks Associates, has announced that the lollipop giant has partnered with Heelys, the original shoe with wheels, which is owned by Sequential Brands Group, to create a Chupa Chups-inspired line for Holiday 2020. The collection will be available throughout Europe.

"Chupa Chups x Heelys make a terrific, dynamic pair," says Lisa Marks, president, Lisa Marks Associates.

"Consumers will be excited by the combination of these two colorful and spirited brands and the fun styles are sure to be loved by Chupa Chups and Heelys fans around the globe!"

Combining Chupa Chups x Heelys, the two came together to create trendy design details such as prints and graphics, glitter effects and even lighted technology.

"This is such a fun brand collaboration for the holiday season," says Arta Isovski, senior vice president, lifestyle division, Sequential Brands Group. "The Chupa Chups brand is well known to our core demographic which makes this partnership such a natural fit. We love collaborating with terrific brands such as Chupa Chups – it's a great way to keep the Heelys brand fresh and is always a hit with our customers."