

## **When brands ignite: BRANDbabys step into the spotlight at BRANDmania**

- Latest BRANDbaby: Barbie x Helene Fischer
- Festival for licensing, brands and collaborations from 24 to 25 June in Essen

Two brands, one business date and endless possibilities: for years, BRANDmania has been the setting for extraordinary collaborations that combine the best of both worlds. When brands' DNA matches, so-called BRANDbabys are born – creative projects that originate from meetings, conversations and ideas at the largest B2B networking festival for licences and collaborations. The latest success story is the BRANDbaby from Universal Music and Mattel, who celebrated the launch of “Barbie x Helene Fischer” at Tchibo. For the upcoming BRANDmania on 24 and 25 June at Zeche Zollverein in Essen, a dedicated special area will showcase successful brand partnerships for the first time.

### **Barbie meets Helene Fischer**

The newest BRANDbaby grew out of a partnership between Universal Music and Mattel. What began as initial talks at BRANDmania 2025 developed within months into a comprehensive, high-profile collaboration combining Barbie and Helene Fischer. The partnership's current highlight is the launch of the exclusive “Barbie x Helene Fischer” collection at Tchibo. The exclusive fan collection, developed jointly with Tchibo, includes fashion highlights such as T-shirts, sweatshirts, nightwear, caps, accessories and lifestyle products for children and women. This BRANDbaby – involving Mattel, Universal Music and Tchibo – is a prime example of how first encounters at BRANDmania can grow into successful partnerships that emotionally enrich brand worlds and create cultural relevance.

### **Two brands, one BRANDbaby**

Whether limited editions, plush figures, school and leisure products, decorative cosmetics or fashion, BRANDbabys will have their own stage at the upcoming BRANDmania for the first time. Participants can admire concrete product examples from past creative collaborations at a large special area and draw inspiration from them. “That's exactly why we do BRANDmania: to bring people, brands and ideas together. Our BRANDbabys are proof of what can happen when the chemistry is right, creative energy meets strong brands and a first meeting turns into a real collaboration – the proof of concept for our

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event,” says Katrin Störr, Head of BRANDmania. The following brand collaborations are included:

- Bavaria Media Licensing x Rewe
- CRAZE x Heunec
- ECM/RTLZWEI x FRANZIS
- Fanatics x DFB x Spreadshirt
- FRANZIS x BurdaVerlag
- Frechverlag x KIDDINX Media
- Germany’s Next Topmodel x Ardell Lashes
- Heunec x Heavysaurus
- KIDDINX Media x von.tz
- Mattel x Condor
- Mondelez x Bandai Namco Europe
- Natubini x Anouk
- Schmidt Spiele x gomazing
- Studio 100 International x Haba
- Tesson x CRAZE
- Undercover x WildBrain CPLG
- Warner Bros. x Parfumlovers

Images are available at [www.spielwarenmesse-group.com/media](http://www.spielwarenmesse-group.com/media).

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### **About BRANDmania**

BRANDmania is a B2B networking event in the field of brand collaborations, partnerships and licensing, which aims to bring together companies, brands and potential collaborative partners from different sectors. BRANDmania will take place on 24 and 25 June 2026 at the Grand Hall at the disused coal mine Zeche Zollverein in Essen.

### **Spielwarenmesse eG**

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the ‘ToyCity’ of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company’s own subsidiaries in the key locations of **China**

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and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmania** in Essen, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG ([www.spielwarenmesse-group.com](http://www.spielwarenmesse-group.com)) is active all year round.