



**Press release**

**MM MerchandisingMedia acquires pan-European rights to illustrated style icon “IRMA”**

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**Munich, 2 June 2009.** You know her from adverts and various magazines in which she is normally striking a pose in connection with fashion and lifestyle topics: IRMA. The finely drawn figure with the long legs, vivacious brown curls and the big eyes also shows off the latest trends, entertainment and styling tips on her website [www.irmasworld.com](http://www.irmasworld.com). In future, the pan-European rights to the character of IRMA and to the brand **IRMASWORLD** will be held by MM MerchandisingMedia, the licensing subsidiary of the ProSiebenSat.1 Group. Goa Geneva Trading is the owner of the brand **IRMASWORLD** and has transferred the rights to MM MerchandisingMedia. With **IRMASWORLD**, the Munich-based agency is expanding its product portfolio to include an internationally established brand and is thus expanding its cross-border coverage. IRMA is successful primarily in Japan, France and in the US, where the figure has been present in magazines, advertising and licence products for more than ten years.

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**Sabine Eckhardt, Managing Director of MM MerchandisingMedia:**  
“IRMA is an extremely charming and trend-oriented personality who fits beautifully into the rights portfolio of MM MerchandisingMedia. With this cosmopolitan lady, we are able to offer our international and brand-conscious clients a broad range of products that extends from licensing to cross-media marketing possibilities. We are delighted that Goa Geneva Trading has commissioned us with the marketing of such a renowned right and are expecting good synergy effects from our European family alone, which reaches more than 200 million people in 13 countries.”

**Rainer Tschierschwitz, Managing Director of Goa Geneva Trading:**  
“IRMA combines the awareness of fashion and culture and symbolises a certain urban lifestyle. She likes to travel, is inquisitive and thirsty for knowledge. It is the combination of all these characteristics that makes IRMA unique and an aspiration for young women. Overall, these are wonderful prerequisites for promising licence marketing and the successful collaboration with MM MerchandisingMedia.”

The brand **IRMASWORLD** offers a broad range of possibilities for new licence products. Decorative and skincare cosmetics, clothing from fashionable to beachwear and lingerie, to shoes, an accessories range, leather goods and jewellery. Home decor products as well as travel guides and city guides are also conceivable. The target group for the products are trend and brand-conscious, free-spending young women



aged 20 and over who are financially independent, inquisitive, cosmopolitan and educated.

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## **About MM MerchandisingMedia**

MM MerchandisingMedia is the licensing company of the ProSiebenSat.1 Group and covers the complete value creation chain of licensing – from the development of the licence brand, via the acquisition of ancillary licence rights to the marketing of products and services to TV viewers and consumers. Other business fields are Music & Tour Cooperations, Sports Merchandising and Teleshopping. In addition to the broadcasting brands Sat.1, ProSieben, kabel eins and N24, the Munich-based licence agency also licenses TV formats such as “Germany’s next Topmodel”, “Galileo” and “POPSTARS” as well as the lifestyle brand “WE LOVE”. The full-service agency also represents its own portfolio of rights with topics such as “FIT FOR FUN”, “BMW Motorsport”, Bugatti S.A.S Automobiles and has a cooperation agreement with Bergans of Norway. Since 2008, MM MerchandisingMedia has also held the pan-European licensing rights of Walt Disney Company Ltd. for the globally successful US series “Desperate Housewives”, “Grey’s Anatomy”, “Lost”, “Alias” and “Ugly Betty” and the global exclusive rights to Kangaroo TV®.

## **About IRMA**

IRMA was invented by the globally successful artist, fashion journalist and art director Jasmin Khezri. The fine-limbed figure IRMA is Khezri’s alter ego; a style icon who has appeared on the cover of magazines and in promotional ads and has acted as a trendsetter in various fashion matters.

Jasmin Khezri studied Communication Design at the renowned Parsons School of Design in Los Angeles. At the start of her career, she worked as an art director for the SZ Magazine of the Süddeutsche Zeitung in Munich and became art director of the SZ Youth Magazine “Jetzt” (“Now”) which won numerous prizes under her directorship. This was followed by many years of work as an art/creative director of the magazine Marie Claire and at the fashion company Peek & Cloppenburg. Khezri’s work is regularly published in international magazines such as Tatler, Glamour, Vogue, Elle, Brutus Casa, FRAU Magazin, Marie Claire and Cosmopolitan. Jasmin Khezri has been awarded the scholarship prize for “applied art by the state capital of Munich”. Her work has been honoured with exhibitions in Paris, New York and Munich.