

Heelys, BBC Ink Licensing Partnership

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Bob Campbell, chairman and CEO of BBC International

NEW YORK — BBC International is on a roll.

The Boca Raton, Fla.- based firm has added a new footwear brand to its stable. This week, it signed a worldwide licensing deal with Heelys Inc., the roller shoe label that was acquired by Sequential Brands Group earlier this month for \$63.2 million.

“We’re already in the skate market in a big way, so this was ideal for us,” BBC founder Bob Campbell told Footwear News.

Campbell’s company currently holds the children’s licenses for skate brands including Airwalk, Osiris and NSS, as well as several labels in the fashion and entertainment realms.

Going forward, BBC will assume the license for Heelys as soon as the brand’s merger agreement with Sequential closes, which is expected to be in the first quarter of 2013.

In terms of his plans for the line, Campbell is targeting the global market. “Heelys was a huge hit a few years ago, and they still do very good business all through Europe and Asia,” he said. “We’ll make some adjustments to product in order to grow the brand internationally and here in the U.S.”

Heelys has struggled during recent years with sluggish sales, and in October was originally sold to Evergreen Group Ventures in a \$13.9 million deal that would have dissolved the company.

However, Sequential Brands picked it up two months later, with the goal of expanding Heelys into a global lifestyle label.

Yehuda Shmidman, Sequential’s CEO, said this latest deal with BBC will help Heelys regain some footing in the children’s market.

“BBC International’s successful history and laser focus on branded children’s footwear and the skate market makes them the ideal partner for Sequential and the Heelys brand,” Shmidman said in a written statement. “BBC’s founder, Bob Campbell, and his team have a strong passion for the brand, and we look forward to growing the business with them around the world.”

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