Beat: Music

Global Pop Icon BRITNEY SPEARS Partners With EPIC RIGHTS

A New Line of BRANDED MERCHANDISE

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USPA NEWS - Generated by the Momentum of Britney Spears' Award-Winning and Record-Breaking Las Vegas Residency, "Britney : Piece of Me," and in Anticipation of her Upcoming Tour, the Multi-Platinum, Grammy Award-Winning Pop Icon is joining forces with Global Brand Management and Licensing Company Epic Rights to develop and launch a Line of High Quality Fashion and Lifestyle Branded Products that reflect her Personal Sense of Style, Lifestyle, Artistry, and Creativity.

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With one of the Bestselling Fragrance Lines of All Time, with Elizabeth Arden, available in over 85 Countries and her Recent Campaign starring as the Face of Kenzo, Spears and Epic Rights together, will continue to expand her Brand Presence in the Marketplace, globally. Spears' Personal Involvement in all Aspects of the Collection will ensure Authenticity across a number of Targeted Categories including Fashion Apparel, Hair Care, Accessories, Exercise and Electronics. The Anticipated Retail Launch for the Britney Spears Lifestyle Program is Spring 2019.

Epic Rights will also manage Spears' e-commerce Initiatives including Amazon.

Spears recently announced her Tour across the U.S. and Europe, following her Record-Breaking, Four-Year Headlining Residency, "Britney : Piece of Me," at The AXIS at Planet Hollywood Resort & Casino, where Spears received Rave Reviews from both Critics and Fans alike since Opening in Dec. 2013. As the First Contemporary Superstar Resident in the City, and with over 250 Shows, the Record-Setting Residency was sold out on a Regular Basis, generating over $140 Million Gross Revenue and selling nearly 1 Million Tickets. Spears' Tour (which sold out in Minutes prompting Additional Shows) kicks off on July 12 in National Harbor, MD and concludes on Aug. 24 in London.

Source : Epic Rights

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