



Sequential Brands Group Announces New Pets Partnership for the Martha Stewart Brand

February 26, 2018

New Pets Collection Is Expected to Debut on QVC and Amazon

NEW YORK, Feb. 26, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) announced today the Martha Stewart brand's new line for pets with new partners design LAB, Inc. and Fetch for Pets. The collection will launch in Spring 2018 and feature a variety of quality, functional and innovative products that ensure the best in care for household pets.

In collaboration with design LAB, Inc., the Martha Stewart pets line will include apparel, bedding, restraints, toys, and feeding which will be available for purchase on QVC in March and on Amazon in April. The collection will expand later in the year to include travel, special occasion items and steps and stairs. [Martha Stewart Logo](#)

"Martha Stewart's passion and knowledge of pets truly is the inspiration behind this line. She knows exactly what pet owners need in terms of quality and practicality, and this collection delivers just that. We are delighted to have her as a partner," said design LAB, Inc. Chief Creative Officer, Lendy Beatty.

Through its Fetch for Pets partnership, the Martha Stewart pets line will include high quality, natural pet grooming solutions that are sulfate, paraben and cruelty free. The products will be available on Amazon in May 2018. In fall 2018, the line will expand to include grooming tools, pet dental care and dog waste management products.

"Martha Stewart is a strong leader in the pet space as she is across many other areas of living. She has a passion for pets and understands what's practical for the pet parent. Martha's pet products are an extension of her everyday life. It's amazing to have a partner that put's meaning behind every detail," said Fetch President & CEO, Steven Shweky.

In addition to Amazon and QVC, the Company plans to expand the Martha Stewart pets line's retail presence later this year.

"I am thrilled to work with design LAB, Inc and Fetch for Pets on my new collection," said Martha Stewart. "I consider my pets part of my family, and it is important to me that they are well taken care of. With this line, I am excited to provide pet owners quality, innovative products to ensure their pets are happy, healthy, well cared for and sensibly and very beautifully dressed."

"This is a very exciting and natural expansion for the Martha Stewart brand. The pets category has enormous growth potential, and opens up new distribution channels for the brand as well," said Karen Murray, CEO of Sequential Brands Group.

About Martha Stewart?

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 90 books, and America's most trusted lifestyle expert and teacher. Millions of people rely on Martha Stewart as a source of useful "how-to" information for all aspects of everyday living - cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, holidays, healthy living and pets. The Martha Stewart brand reaches approximately 100 million consumers across all media and merchandising platforms each month. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

About Sequential Brands Group, Inc.?

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the fashion, active, and home categories, which includes the Martha Stewart media and merchandising properties. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and around the world. For more information, please visit Sequential's website at: www.sequentialbrandsgroup.com. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

About design LAB, Inc.

design LAB, Inc. is the leading private-label designer and manufacturer of pet hard goods, including collars, leads & harnesses, travel, feeding, toys and apparel. Since 2002, we have quietly been helping our customers' brands succeed. Based in Los Angeles and Shanghai, the Firm focuses on quality and innovation and is able to offer substantial product improvement at great value based on its fifteen-plus years in the industry and extensive array of overseas factories. For more information, our senior account executive, Teresa DeFlavio, can be reached at tdeflavio@design-labinc.com.

About Fetch for pets!

Fetch for Pets is a leading pet product manufacturer dedicated to bringing major global brands to the pet industry. We develop cross category pet product lines based on retail and market demand as well as industry trends. Fetch has launched thousands of products with strategic licensing partners under brands including Burt's Bees, Arm & Hammer, Shout!, CHI, BioSilk, Glad, Fresh Step and more. Fetch also provides private label development and manufacturing for top retailers including Target, Walmart, PetSmart, Petco, Meijer and Walgreens. Working closely with retailers, brand teams and factories, our team builds cutting edge programs that raise the bar on quality, value and innovation. Find out more at www.fetch4pets.com.

Media Contacts:

Sequential Brands Group, Inc.
Dana Miller / 212-827-8347 / dmmiller@marthastewart.com

design LAB, Inc.
Lendy Beatty / 424-212-7055 / lbeatty@design-labinc.com

Fetch for Pets
Danielle Herschel
DanielleH@fetch4pets.com
212-244-2456 x266

[Primary Logo](#)

Source: Sequential Brands Group, Inc.