

# Bum Equipment Signs Three New Licenses and Enters Fragrance Field

*Entry into Fragrance Field, Children's Sleepwear and Underwear, and Girl's Activewear*

NEW YORK, NEW YORK, USA, October 18, 2016 /EINPresswire.com/ -- October 18, 2016, New York, N.Y. Bum Equipment is proud to announce the signing of a number of new licenses as it continues to grow its licensing portfolio relaunching the brand in honor of its 30th Anniversary this year. The first is with Long Island City Based Sheralven Enterprises Ltd. for the category of Fragrance and Bath, and the other two are with New York-based International Intimates Inc. for Boys and Girls Underwear and Sleepwear sizes Toddler through 18. That License also includes separately the category of Girls Sizes Toddler -18 Activewear. Wayne CEO of [Bum Equipment LLC](#) and President of Stephen Wayne and Associates



Exclusive Licensing agent for BUM Equipment worldwide was quoted as saying "He was delighted with the progress the brand has taken on after relaunching the brand only 60 days ago. Both Licenses will be available for shipping in 2017".

John Burgfechtel, Sheralven's EVP Corporate Strategy, was quoted as saying "Bum Equipment is a welcome addition to the branded segment of our business. We intend to leverage a strategic plan with the design and heritage of the Bum brand. It will embody fun, free attitude and affordability and will be a real complement to our brand portfolio of licensed brands."

Other new licenses to come on board are with International Intimates Inc. which has entered into licenses for Boys and Girls Underwear and Sleepwear and Girls sized Toddler thru 18 Activewear. International Intimates, Inc. Founder Rene Rofe was quoted as saying "I became interested in BUM because it is an internationally recognized brand that complements our current Kids portfolio. With the resurgence of retro brands and styles-so popular with the current youth culture- we recognize the potential of Bum Equipment as a natural extension into kids sleepwear, underwear, and Girls Activewear which will include sports bras and athleisure styles. This is a heritage lifestyle brand that has a new found longevity, and we are very excited to introduce Bum Equipment to a whole new generation of Millennials." Wayne was thrilled to have signed this contract which now rounds out the children's assortment of Bum Equipment for the territory of the USA.

Since announcing the relaunch of the brand back in July this brings the amount of licenses signed in the USA to 7 including Fragrances, Men's Underwear, Infants and Toddler Boys Sportswear, Hosiery, Ophthalmic Eyewear, Children's Sleepwear and Underwear, and Girls Activewear. This is in addition to the core products for Men's and Women's which is being overseen by Bum directly.

Bum Equipment LLC owns and operates the brand throughout the world with the exception of a few countries. Wayne is known throughout the industry as a pioneer in the Brand Licensing Field having licensed such iconic brands in addition to BUM, as Sasson Jeans, Bugle Boy, Andrew Fezza, Izod and many others.

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