



DIFUZED

LICENSED LIFESTYLE

DIFUZED.COM

LOOK BOOK



WE BRING INSPIRATION AND INNOVATION TO LICENSED LIFESTYLE



WE WORK CLOSELY WITH OUR LICENSOR PARTNERS TO DELIVER PRODUCTS AS UNIQUE AS EVERY BRAND. OUR INNOVATIVE PRODUCTS CAN BE FOUND IN THE WIDEST RETAIL CHANNELS IN OVER 50 COUNTRIES GLOBALLY.



STORYTELLING COLLECTIONS WITH A 360° APPROACH

To ensure we have the most innovative and fan-focused design for every license, we take care of every single detail. Working together closely with our licensors, we combine the latest market trends with a design-focused approach, reaching each generation of passionate consumers effectively.

MULTI-CATEGORY SPECIALISTS

From apparel, bags, and accessories to novelty items, we create products to match your lifestyle day or night, for every occasion and purpose.

DELIVERING FANDOM

We create core flagship products that touch the hearts of fans, while innately understanding the responsibility of safeguarding each license's brand image, all while succeeding in a fast-moving fashion landscape.

LIFESTYLE STATEMENTS

Our globally located team of talented and experienced designers has expert knowledge of style, fashion, and innovation, ensuring every product itself is a lifestyle statement.

RETAIL EXECUTION

We take an omnichannel approach aimed at the lifestyle consumer of each brand we work with, from images on a website to in-store POS, every detail reinforces the tale to be told.



360°





RETAIL ACTIVATION

We execute at retail depending on the purpose and goal at hand.

Our omni-channel approach involves every step of the journey from concept design, product development, to retail activation.







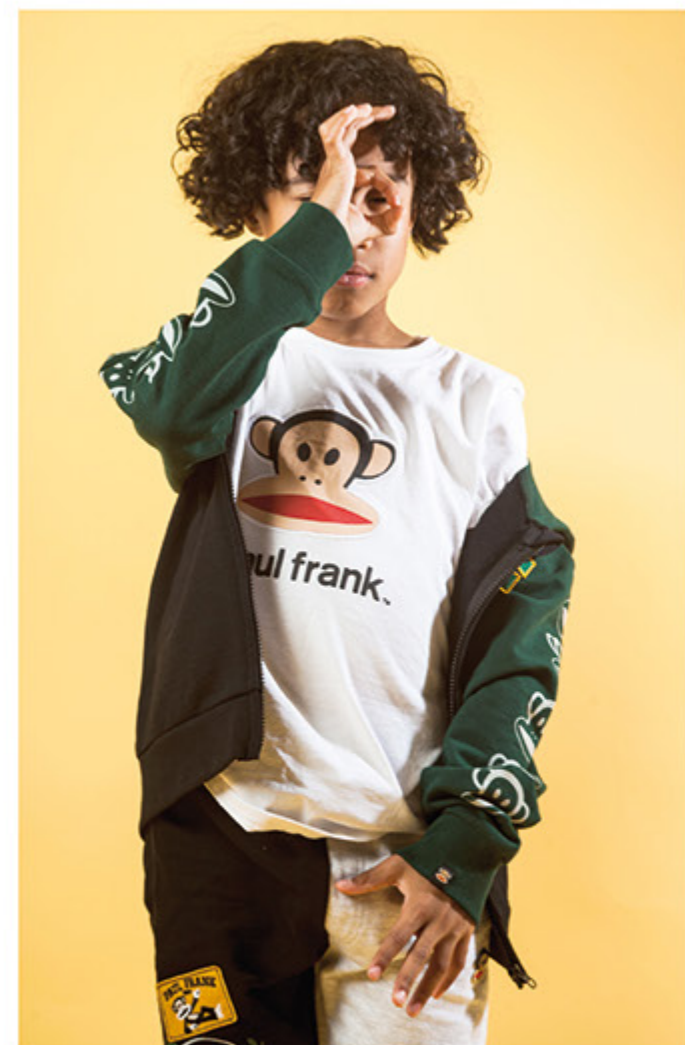


春夏秋冬



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DIFUZED DESIGN

COLLECTIONS IN STOCK

Whether it's gaming, entertainment, or anime, we have a deep understanding of the licenses we represent. Our collections seamlessly capture the story of each brand, evoking nostalgia from every passionate fan – all the while creating innovative and on-trend styles for fans of every gender and age.

Innovation

We proudly influence licensed lifestyle and innovation is a big part of our design DNA. Our collections offer something different than what's on the market. Difuzed designs are always unique, showing a discerning taste for fabrics, shapes, and a keen eye for predicting market trends.

Gaming & Anime

Fashion and licensing have merged explosively in the last years, and Difuzed has been the first to jump on the bandwagon. Gaming and anime are among our strongest categories, as evidenced by our commercially successful collections of apparel, accessories, and headwear.

Pop Culture

Pop culture continues to influence fashion, dispensing traditional categories and boundaries. Difuzed continues to be a market leader in this category, creating award-winning styles that bring favorite stories and characters to life.

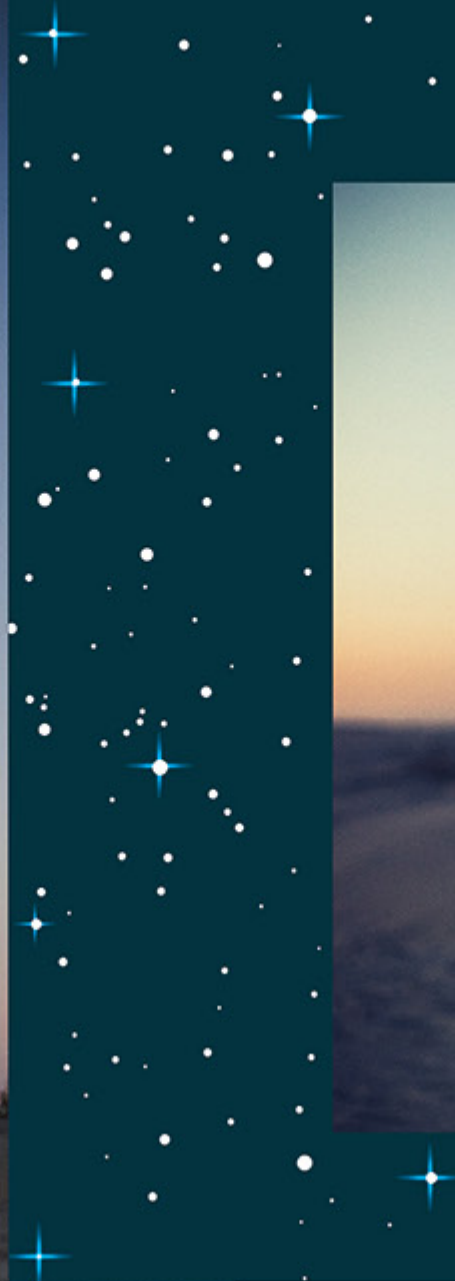
Mini Rebels

For the creative, fashion-discerning, fearless kids of the next generation, our catalogue of kid's apparel and accessories is unlike anything you'll see on the market. Combining the fun and iconic elements of every kid's favorite brand, Difuzed designs enable every fierce kid to show their style with just a hint of attitude.

COLLECTIONS



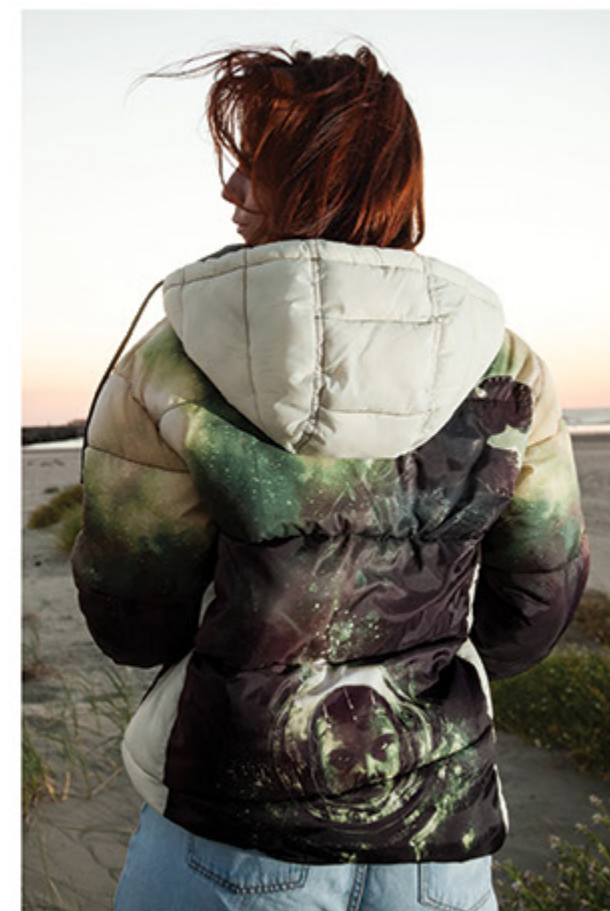
IT ONLY GETS STRANGER...



STRANGER THINGS COLLECTION

Stay warm while camping out in style with this Stranger Things outdoor collection.

Functional yet stylish, this collection offers puffer jackets featuring the iconic Hellfire Club and Eleven, all with matching blankets that can be easily packed in a compact bag.





PACK YOUR FAVOURITE STORIES

NOVELTY BAGS COLLECTION

Take your favorite brand or character with you! Perfect for school, festivals, or just for fun, our catalogue of premium novelty bags is funky, stylish, and just the right amount of quirky!



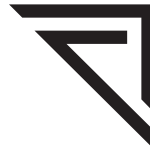


CAPTURE THE FEVER

NOVELTY CAPS COLLECTION

Fans won't be afraid to stand out every time they wear one of our novelty caps. Capturing each brand or character's story and personality, these caps come with 3D details, unique fabrics, and funky shapes that each fan will adore.





**OHANA
MEANS
FAMILY**





WELCOME TO CLASS 3-E!

ASSASSINATION CLASSROOM COLLECTION

Assassination Classroom is widely considered as one of the best anime of the last decade, with a bestselling manga series, a high-grossing live-action film, tv shows, and several video games.

Our collection captures its endearing characters and familiar details beloved by many fans. Take your pick from soft feel prints on bold oversized t-shirts to 3D art on sleek snapback caps and matching socks.



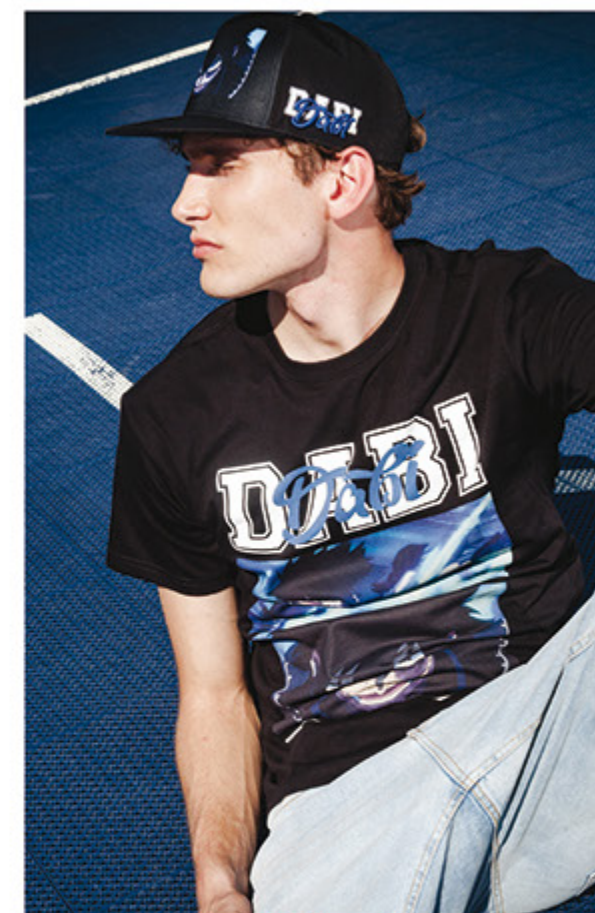
WHO IS YOUR HERO?



MY HERO ACADEMIA COLLECTION

Capture a laidback street vibe while embodying the best of My Hero Academia characters with this 360° collection.

An effortlessly cool bomber jacket with premium embroidery and eye-catching color palette takes the spotlight among a selection of ready-to-wear essentials.





YOU'RE CRACKED!

FORTNITE COLLECTION

With its meteoric success, Fornite has become a global cultural phenomenon amassing billions of passionate fans.

This captures the game's ridiculously fun universe in premium statement t-shirts with Fortnite's distinct logos, funky skins, emotes and other familiar game details.



LEAP INTO HISTORY



ASSASSIN'S CREED COLLECTION

15 years of Assassin's Creed has given fans plenty to celebrate about. From sleek caps to premium t-shirts, and matching hoodies to a must-have pair of stylish joggers, this collection features eye-catching classic graphic elements and high-definition details, making it the perfect ode to an iconic video game franchise.

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WAKANDA FOREVER!



WAKANDA FOREVER COLLECTION

One of the most culturally relevant pieces of the Marvel Cinematic Universe, the Black Panther series has touched the heart of every fan regardless of age, gender, and race.

This collection brings together unique graphic references in bold high-street styles and high-definition details that every fan will enjoy



COME ON!



LOKI COLLECTION

Featuring one of the most exciting TV shows in Marvel Cinematic Universe's Phase 4, our newest collection captures the fun, off-kilter, and charming vibe of our favorite trickster demigod.

With a 360° approach, this collection offers everything from a funky Loki novelty cap to TVA statement t-shirts and bold graphic hoodies that will delight every Marvel fan.

I CHOOSE YOU!



POKÉMON SOCKS COLLECTION

This adorable socks collection is fun, vibrant, and perfectly captures Pokémon's addictive world building.

Fans will fall in love with its eye-catching color palette and iconic graphic references featuring their favorite Pokémon characters.





GOTTA CATCH 'EM ALL

POKÉMON PIXEL COLLECTION

Pokémon isn't just a massive TV series that wormed its way into our childhood – it's a cultural phenomenon.

This Pokémon Pixel Collection honors this timeless brand with its well-thought-out details that are designed with love for the brand itself. From premium tees with subtle pixelized graphics to bold acid wash designs and complementary accessories, this collection will appeal to every Pokémon fan's unique style.





THE FORCE WILL BE WITH YOU ALWAYS

STORMTROOPER AND OBI-WAN COLLECTION

Star Wars continues to be one of the most-loved sci-fi franchises of all time. Our strong catalogue of licensed Star Wars apparel and accessories features the most popular characters, like the legendary Obi-Wan Kenobi and the iconic Storm Troopers in perfect juxtaposition – giving fans a freedom to choose the light and the dark, or both.



FIRE WILL REIGN



GAME OF THRONES COLLECTION

Inspired by the fierce and infamous House Targaryen, this collection brings fans into a time when dragon riders ruled Westeros. It features high-street styles with premium embroideries, HD details, and bold graphic art that will resonate with every passionate Game of Thrones fan.

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WITH GREAT POWER...

SPIDERMAN KIDS COLLECTION

Inspired by Spider-Man's 1960s comic book beginnings, this kid's collection pays homage to one of the most popular and commercially successful superheroes of all time.

Featuring premium cotton t-shirts with soft-feel graphic art, a sleek short-sleeved hoodie, and a snapback cap with Spider-Man inspired all-over print, this is the ultimate collection for boys and girls.



**...COMES
GREAT
RESPONSIBILITY**





THAT'S ALL FOLKS!

LOONEY TUNES COLLECTION

This kid's collection is a fun, vibrant, and modern spin on one of the greatest animated cartoons of all time. Embodying the cheeky and inspirational vibe of the Looney Tunes franchise, this collection features colorful soft-feel art, glittery statement graphics, and thoughtful design elements that will bring smiles to boys and girls alike.



**LIFE
IS
GOOD**

**TAKE
IT
EASY**

LET THE MAGIC BEGIN



HARRY POTTER COLLECTION

You'll never find a more stylish Harry Potter kid's collection than this one.

With a preppy take on the two famous Hogwarts houses, this collection features high street styles in acid wash materials, argyle prints, and premium embroideries that will make you wear your house symbols with pride!



I LIKE THOSE ODDS



MANDALORIAN COLLECTION

Inspired by The Mandalorian's Tatooine adventures, this kid's collection features earthy color palettes set on premium materials, intricate details, and bold graphic art. From trendy plush hoodies to acid-wash t-shirts, boys and girls can show their love for Grogu and Din Djarin while looking like the coolest kids on the block.



DON DIABLO X STAR WARS



Difuzed and Star Wars collaborated with digital visionary, artist, and DJ Don Diablo to create an unforgettable capsule collection. 100 jackets feature iconic Star Wars imagery, all coming with unique numbers and matching pants and packaged in a custom box, making this collection a collector's dream come true.

JIMMY PAUL X BRATZ PRIDE COLLECTION



Difuzed, along with global toy powerhouse Bratz and Amsterdam-based designer JimmyPaul came together to create a culturally-relevant collection for Pride 2022 – a landmark first in the industry – celebrating inclusivity and self-expression, encouraging fans of every sexual orientation, to embrace who they are.

HARD ROCK X BROKEN PROMISES

DIFUZED BRAND & INFLUENCER COLLABORATIONS



Difuzed's stunning collection with Hard Rock and internet sensation Broken Promises is a match made in heaven. Founded by Mande Bence and Jason Blake, Broken Promises is a brand rooted in the expression of human emotions and tells a story of shared experiences and memories.

In a world where words mean nothing and promises are never kept, Broken Promises is something for us to look forward to.

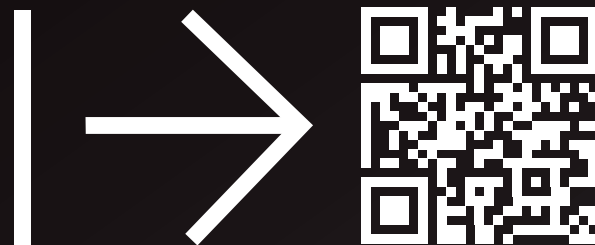


DIFUZED BRAND & INFLUENCER COLLABORATIONS



LET'S INFLUENCE LICENSED LIFESTYLE TOGETHER

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