



# Press release

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## ASMODEE ENTERTAINMENT ANNOUNCE CATAN® FOOTWEAR FROM PLAINVIEW

**Philadelphia, PA/Nottingham, UK.** Asmodee Entertainment are pleased to announce an exciting new partnership with Plainview Shoes to extend the CATAN® brand to a collection of fashionable footwear coming in 2021.

Plainview design and produce cosy, comfortable footwear for indoors and outdoors – from flip-flops to sneakers – and will now turn their talents to producing an exciting new collection inspired by CATAN's themes of trading, building and settling, meaning fans of the game will soon be able to settle their heels in style.

"We are excited that we can add CATAN to our portfolio of gaming footwear. After partnering with Capcom for footwear based on various videogames, CATAN was the logical choice for us to expand into tabletop games and its huge fanbase. CATAN is the premier boardgame of our time. It truly is a modern classic and many of us let this quirky German boardgame into our lives in our twenties. CATAN is both full of nostalgia and very current, with its central element of cooperative competition for the good of all and the stewardship of natural resources. Gaming Properties in the licensed footwear space are greatly underrepresented and we know there are a great many fans out there who look to express themselves with gaming-inspired footwear." says Lyndon Tucker, President of Plainview Shoes.

"When Lyndon first talked about adding a boardgame brand to our portfolio, I had one hope: please let it be CATAN! CATAN has a unique design language and within the fan community there are many in-jokes around trading, building and settling. Concept works are already on the way and we are looking forward to the day when we can show more," adds David Harris, Creative Director of Plainview.

Since its creation in 1995 by Klaus Teuber, CATAN and its many expansions have sold more than 32 million games around the world. The game is published in more than 40 languages and is sold in more than 70 territories. As the world's pre-eminent boardgame,

#### Press Contacts

Asmodee Entertainment: Vanessa Jack, [v.jack@asmodee.com](mailto:v.jack@asmodee.com)



CATAN is a truly global phenomenon and enjoys growing success as a lifestyle brand through Asmodee Entertainment's strategic partnerships with carefully selected premium brand licensees. The collaboration with Plainview is one of several announced in recent months.

"We know how important CATAN is for its fans. Trading, building and settling is an integral part of many of their social lives, be it through their regular gaming nights or through CATAN tournaments. The game is a regular social anchor for many and with its elegant, nature-focused design elements it has already become a lifestyle brand. It is great to see Plainview coming on board as one of the first apparel licensees in the US, following Hot Topic," adds Alexander Thieme, Licensing Manager at Asmodee Entertainment.

The CATAN collection from Plainview is due for a North American launch in 2021, with more details expected soon.

#### **About Asmodee Entertainment**

Asmodee Entertainment is a platform of games publisher and distributor Asmodee. Its mission is to extend Asmodee's intellectual properties into TV/film, novels and comics, location-based entertainment, and consumer products, working closely with Asmodee Boardgames and Asmodee Digital. Through best-in-class partnerships across the full spectrum of opportunities, Asmodee Entertainment will create truly global intellectual properties and brands. Find out more at: [asmodee-entertainment.biz](http://asmodee-entertainment.biz)

#### **About Asmodee**

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with tens of millions games sold in more than 50 countries. Through our portfolio of iconic game titles, including *CATAN*, *Ticket to Ride*, *Pandemic*, *Dobble/Spot it!*, *Arkham Horror*, *Splendor*, *KeyForge*, and *Star Wars: X-Wing*, we create a dynamic transmedia experience for players across a variety of digital and physical platforms. Asmodee also creates inspiring and innovative products in partnership with leading entertainment and technology companies. Asmodee operates in Europe, North America, South America and Asia and is headquartered in Guyancourt, France. Learn more at [corporate.asmodee.com](http://corporate.asmodee.com).

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#### **About Plainview Shoes**

Plainview Shoes is a footwear design, development and sourcing company. While adept at all categories, Plainview excel at designing shoes that that strike the balance between athletic and casual – from sandals to sneakers to boots – to fulfil ever- changing market trends and consumer desires. The two cornerstones are David Harris, Creative Director and Lyndon Tucker, Founder/President. In addition to licensing in gaming with Capcom and Asmodee, Plainview Shoes is a footwear designer and manufacturer for several other brands in the active, casual and outdoor space. Check out their website for some of their latest work: [www.plainviewshoes.com](http://www.plainviewshoes.com)

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