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Bulldog Licensing secures first two licences for BeddyByes

Bulldog Licensing has secured the first two licensees for preschool animation, BeddyByes, which will see apparel ranges hit retail in early 2027.

Aykroyds and TDP Licensing and Blues Group will both be supplying apparel – daywear, underwear and, of course, nightwear – for young fans of the show.

Designs will be inspired by the colourful but soothing landscape and characters that have entranced young viewers since the show's launch on CBeebies in June and BBC iPlayer in late May 2025.

Both ranges will arrive in SS27 at supermarkets and major stores, as well as online. Availability will follow the launch of plush toys from master toy licensee Moose Toys.

The deal was made on behalf of Blue Ant Rights, the show's global media distributor and consumer products brand manager.

"BeddyByes is all about heart, humour and fun, supported by memorable imagery and superb design," commented **Richard Goldsmith, evp of kids and family sales and brands at Blue Ant Media**. "These elements have inspired some of the UK's best-known licensed apparel companies to design some marvellous, and very desirable, apparel ranges that catch the spirit and message of the show – and that are also, of course, delightful to wear."

Laury Howat, retail licensing manager at Bulldog Licensing, continued: "It's entirely appropriate that BeddyByes has made a strong early impact in the apparel market. Its gorgeous design, colourful and likeable characters, and charming stories have inspired engaging and memorable apparel designs perfect for MeMo and BaBa's very young fans. With the show already a TV and streaming hit, we anticipate a strong consumer response to these wonderful offerings."