Kilogrammedia

COVERAGE DETAILS

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LICENSING MAGAZINE
LICENSING, BRANDING, MEDIA&DIGITAL



Licensees Focus

Poetic Brands, the specialist apparel licensee for adults, kids and babywear, has announced that it has received a three-year licence to design, manufacture and distribute adults' and children's apparel and accessories for the European market celebrating Renault in the world.

Poetic is now developing a wide range of men's, women's and kids' t-shirts, sweatshirts, hoodies, vests, shirts, polo shirts, jackets, coats, trousers, jeans, dresses, skirts, nightwear, bags, hats, scarves and socks, with designs inspired by the world-famous **Renault** marques familiar from city streets, country roads, motorways and, of course, racetracks around the world.

Just a few of the nearly 30 marques used in the design will include such household names as *Renault 5 Turbo*, *Megane*, *Clio*, *Scenic*, *Laguna*, *Spider* and *Renault RS01* – the first Formula One car to be powered by a turbocharged engine .

The range will be **available** at multiple retailers across Europe from **summer 2026.**

A visionary, innovative company, Renault Group has been at the forefront of mobility since 1899, when Louis Renault filed a patent for the direct-drive gearbox. A Renault car won the first French Grand Prix in 1906. The first appearance of the famous diamond logo was in 1924.

But it was in 1930, when vehicle production at the car manufacturer's first island-based plant began, that Renault started to become the global household name it is today. More plants followed, building passenger cars, heavy goods vehicles, buses and even equipment for railways. As manufacturing spread both in France and around the world the company produced iconic names like 4CV and Renault 4 along with vans, city cars and much more, including racing cars that competed in, and won, Le Mans, World Rallies, Grand Prix, Formula E and more.

Known today for its cars and vans, Renault has continued to produce **iconic vehicles**, including *Espace*, *Twingo*, *Renault 5* and *Clio*, the **best-selling French car** of all time.

The Renault brand today has extended its reach not only into a vast variety of cars but into toys, games, interactive games, bicycles and now apparel.

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This is a very appropriate deal for Poetic, a company rightly regarded as a leading name in automotive-inspired apparel and accessories. In fact the Poetic portfolio already boasts a **wide range** of **famous automotive** and **motor racing brands** including *Ford*, *Shelby Mustang*, *General Motors Goodyear*, *BSA Motorbikes*, *Williams* and *Le Mans*. Poetic will, as ever, be bringing its strong reputation for high-quality, popular and ethically sourced lifestyle collections to this major new range.

Elliott Matthews, Managing Director of Poetic Brands, says:

> *"Building on our acknowledged reputation in automotive brands has long been an important part of our strategy, but being asked to work with a brand synonymous with motoring excellence for over 100 years is a genuine honour. We're looking forward to bringing the history, iconic imagery and excitement associated with this world-famous name to an equally memorable range of apparel and accessories!"*

Raphaëlle de Lavarène, Merchandising and Licencing Director, Renault, adds: *"The Renault brand has an enduring place in the hearts of fans, not just of our iconic cars and vans but of our globally known sports vehicles. Partnering with Poetic, a specialist apparel licensee with a strong reputation in automotive brands, is an ideal way to build on that appeal as we grow and expand the Renault licensing programme across Europe."*