



OXFORD SIGNS DEAL WITH MCCAWE ALLAN

09 December 2011 || The licensor for the University of Oxford licensing programme, Oxford Limited, has signed a deal with Northern Ireland based licensee McCaw Allan, for a range of kitchen textiles, tea towels and handkerchiefs. Introduced by Oxford's agents, Performance Brands, McCaw Allan will manufacture product for retail across UK and Ireland, as well as Germany and Switzerland.

"We're delighted to welcome McCaw Allan to Oxford's brand licensing programme and look forward to developing a long-term relationship with them," commented Chris Evans, MD of Oxford Limited. "They have already submitted sample designs for approval using pattern from the archives of the University's Botanic Garden, which are a good fit with our home interiors direction and vision for the brand."

"McCaw Allan are very pleased to be involved with the University of Oxford licensing programme and looking forward to launching our exciting new range of "Oxford" designs early in 2012," said Eddie Hunter, Sales Manager at McCaw Allan. "As a design led company, we are confident that the Oxford brand will fit perfectly into our extensive portfolio".

- Ends -

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