

Christopher Knight brands

Brand licensing book



CHRISTOPHER KNIGHT
HOME



CHRISTOPHER KNIGHTTM
COLLECTION



Create a life you Love!™



about **CHRISTOPHER** **KNIGHT**

Christopher Knight's fame started with being cast in the iconic television show *The Brady Bunch* when he was eleven years old. Due to it being the most watched show in the world, Chris has been in the public eye for almost five decades. He's been places and seen things that most of us have just imagined.

A man of diverse passions, Chris took a hiatus from acting in 1988 to follow one such passion and become an entrepreneur. Success followed him. Balancing his entrepreneurial life with his public career.

Chris is dedicated to living a life he loves and sharing that lifestyle in an effort to illuminate the way that others can follow. To that end, Christopher Knight Home and Christopher Knight Collection curates some of the best products life has to offer.

OUR BRANDS



The Christopher Knight Collection helps inspire people to live the life they love, by providing design-minded products that adhere to the three pillars that make all people happy.



The Christopher Knight Home brand is where a number of furniture industry veterans, a lineup of talented designers and a posse of key internet marketing wizards come together, having reinvented the way people shop for home furnishings.

QUALITY, VALUE, & STYLE!

A trusted face

that everyone grew up with

everyone knows

CHRIS

Christopher Knight is one of those rare people who we've watched grow up from childhood to adulthood. His TV family was one we all aspired to be a part of.

People trust him, his products and his brand.

a trusted brand



AS SEEN ON





The numbers don't lie

365

million dollars has been generated through Christopher Knight licensed products over the last five years

15,695

days and growing someone watches The Brady Bunch every day of the year since entering syndication

1.5

million people have a Christopher Knight furniture product in their home

5,000

email addresses are added to the Christopher Knight Brands list every month

50

years as an actor and pop culture icon





THE Online Furniture Leader

- Sold on the top online retail websites



- 5 years of successful brand licensing
- 130 million dollars in revenue generated in 2017 YTD
- 42% growth in revenue year to year
- Christopher Knight products are the most searched for items on major, online retail websites
- Millions of dollars are spent yearly by licensees to further the reach of Christopher Knight Brands

Decor & more

There's more to living a life you love and Christopher Knight Collection wants to fill those needs!

Licensing available for the following categories:

- Home Goods
- Bedding
- Bathroom
- Decorative Accessories
- Tabletop
- Home Storage
- Window Treatments
- Rugs
- Wall Art
- Candles
- Cookware
- Small Appliances
- Home & Garden
- And Much More...



Brand Demographics & Audience

Christopher Knight attracts a multi-generational audience from people who grew up watching him on primetime to Millennials that have found Chris through digital mediums.

- 70% Female
- Median Age: 44 Years Old
- 73% Own Their Own Homes
- 44% Make Between \$50k-\$100k In Income
- 58% Are Married
- 61% Have 2 Or More Children
- 58% Are College Graduates

The Christopher Knight Brand excels in reaching Firmly Established households of upper middle class couples with school-age children, who are into Home & Garden, Cooking, Travel and Online Shopping.



Contact information

LICENSING OPPORTUNITIES

THE B^RAND LIAISON

OPENING DOORS. CLOSING DEALS.

Steven W. Heller

TEL: (855) 843 -5424

CELL: (561) 302 -7838

Steven@TheBrandLiaison.com

Katey Gabrielson

TEL: (855) 843 -5424

CELL: (651) 261 -5002

Katey@TheBrandLiaison.com

www.TheBrandLiaison.com