

Cerdà

LIFE'S LITTLE MOMENTS

 **FAN
COLLECTOR**
Arrival Sept'27





Disney

VILLAINS



About the characters

Disney Villains brings together some of Disney's most iconic and recognizable characters, such as Maleficent, Ursula, Cruella de Vil, the Evil Queen, Jafar, and Scar.

A distinctive proposal that combines style, power, personality, and a bolder aesthetic within the Disney universe.

The franchise has evolved beyond its children's audience to become a fashion, lifestyle, and pop culture phenomenon.



Audience

Main target audience: teenagers and young adults (12-35 years old) attracted to characters with strong personalities, their own style, and a more sophisticated approach.

- A strong connection with Disney consumers who are looking for a more modern and fashionable alternative to traditional princesses.*

An audience driven by self-expression, trends, and the iconic value of the characters.





Artículo: 2600003764

des_artículo:BAG CHARM FASHION CD BACK TO SCHOOL 2027

Ean: 8445484772371



Artículo: 2600003744

des_artículo:SET REGALO CARTERA CD BACK TO SCHOOL 2027

Ean: 8445484771213



Artículo: 2700002803

des_artículo:SET DE PAPELERÍA CALIGRAFÍA CD 00066 BACK TO SCHOOL 2027

Ean: 8445484746853



MARVEL AVENGERS DOOMSDAY



About the character

Marvel's next major cinematic event, premiering on December 18, will boost the visibility of the Avengers and key characters in the Marvel universe.

- *It brings together some of the franchise's most popular heroes, generating excitement among longtime fans and new generations.*
- *One of the most powerful properties in global entertainment, with a huge presence in film, streaming, gaming, and licensing.*



Audience

Main target audience: teenagers and young adults (14-35 years old) who are fans of Marvel and superheroes.

- *A very broad and diverse audience thanks to the global recognition of The Avengers.*

> Especially appealing to fans of action, collecting, gaming, and pop culture. > High purchase potential for everyday use, as a gift, and as a collectible item.



Articulo: 2900004693

des_articulo:SET REGALO HOGAR CORAL FLEECE SET DM BACK
TO SCHOOL BACK TO SCHOOL 2027

Ean: 8445484748963

Harry Potter



About the character

One of the most successful and recognized entertainment franchises in the world, with a global and multigenerational fan community. A universe rich in magic, adventure, friendship and belonging, with great potential for storytelling and collecting. It continues to gain relevance thanks to new experiences, content, and the upcoming launch of the HBO series in Christmas 2026.



Audience

Main target audience: children, teenagers and young adults (8-35 years old) who are fans of the magical universe of Hogwarts.

- A strong connection with adults who grew up with the books and films, generating a significant nostalgia effect.*

> High affinity for collectibles, lifestyle, gaming, and fandom products. > Highly engaged community with frequent purchases and searches for themed items.



Ean: 8445484765243



Ean: 8445484771312



MOVIE COLLECTION
8 MOVIES - 8 COLLECTOR'S SETS

The image displays a collection of Harry Potter merchandise. On the left, there are two movie posters: the first for 'Harry Potter and the Sorcerer's Stone' featuring the main cast, and the second for 'Harry Potter and the Prisoner of Azkaban' showing Harry and Sirius Black. To the right is a tall, dark-colored box for a collector's set, with labels for each of the eight movies. Below the box is a keychain featuring a large silver key, a circular medallion with a portrait, a white owl, and a small '9 3/4' platform sign.

A collection of kitchenwear items including aprons, a tote bag, and a box, all featuring various designs like 'KITCHEN WEAR', 'COOKING', and 'BREAD'.

[illegible]

Ean: 8445484771886



IT



About the character

Based on the work of Stephen King and starring Pennywise, one of the most recognizable icons of the horror genre.

A cult franchise with great international renown and decades of presence in pop culture.

Refreshed for new generations thanks to the success of recent films and the expansion of the universe with the series IT: Welcome to Derry.

License with great potential for collecting, Halloween, lifestyle, and adult products.



Audience

Main target audience: older teenagers and adults (16-45 years old) who are fans of horror, suspense, and pop culture.

Strong connection with Stephen King fans and fans of major horror franchises.

> Consumer driven by nostalgia, fandom, and the search for iconic and distinctive licenses.



Articulo: 2900004694

des_articulo:CAMISETA CORTA SINGLE JERSEY SET IT BACK TO
SCHOOL BACK TO SCHOOL 2027

Ean: 8445484748987



About the characters

X-Men is one of Marvel's most iconic franchises, made up of some of the most popular characters in comics and entertainment, such as Wolverine, Deadpool, Storm, Rogue, Cyclops, Magneto, and Professor X.

A unique universe that combines action, superpowers, diversity, belonging, and teamwork, connecting especially with teenage and adult audiences.

The franchise is experiencing a moment of great relevance thanks to the success of X-Men '97, the return of mutants to the forefront of Marvel, and their imminent integration into the MCU.



Audience

Main target audience: teenagers and young adults (12-35 years old) who are fans of Marvel, action, and superheroes. Strong connection with adults who grew up with the comics, movies, and the original animated series.

- *High affinity for gaming, collectibles, urban fashion, and premium products.*

A very loyal fan community, driven by characters with very distinct identities and styles.





Articulo: 2600003741

des_articulo:SET REGALO PINS MV BACK TO SCHOOL 2027

Ean: 8445484771145



Articulo: 2600003809

des_articulo:SET REGALO ESCRITORIO MV BACK TO SCHOOL 2027

Ean: 8445484775709



TIM BURTON'S THE NIGHTMARE BEFORE CHRISTMAS



About the character

The Nightmare Before Christmas is one of Disney's most iconic franchises, with a unique aesthetic created by Tim Burton.

Jack Skellington and Sally have become icons of pop culture, alternative style, and collecting.

- *It combines Halloween and Christmas, which greatly extends its commercial reach throughout the second half of the year.*

Strong presence in fashion, accessories, gifts and lifestyle products for teens and adults.



Audience

Main target audience: teenagers and young adults (15-35 years old) attracted to the Burton universe, gothic style and pop culture.

- *A very loyal community that seeks distinctive products with their own personality.*



Artículo: 2600003745

des_artículo:SET REGALO CARTERA PV BACK TO SCHOOL 2027

Ean: 8445484771237



Artículo: 2700002800

des_artículo:SET DE PAPELERÍA CALIGRAFÍA PV BACK TO SCHOOL 2027

Ean: 8445484746792



Artículo: 2700002590

des_artículo:BOLÍGRAFO SET PV BACK TO SCHOOL 2027

Ean: 8445484684919

Disney · PIXAR



About the character

Pixar brings together some of the most successful and beloved family franchises in entertainment, such as Toy Story, Cars, Monsters, Inc., Finding Nemo, The Incredibles, Inside Out, and Coco. Stories that combine emotion, humor, and universal values, creating a unique connection with children and adults. A constantly evolving universe thanks to new releases and sequels that maintain the brand's relevance generation after generation.

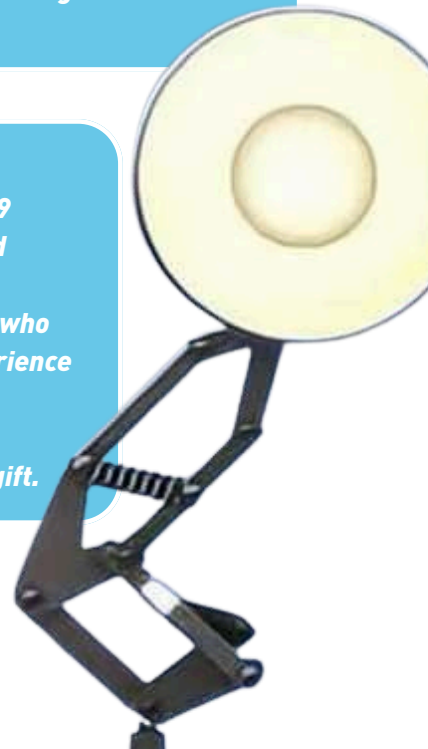


Audience

Main target audience: children and families (4-99 years old) attracted by endearing characters and exciting adventures.

- *A strong connection with parents and adults who grew up with Pixar films and share the experience with their children or relatives.*

> Broad target audience, with great appeal as a gift.





COLLECTOR SET

Articulo: 2600003752

des_articulo: SET REGALO COLECCIONISTA PX BACK TO SCHOOL 2027

Ean: 8445484771978



THE LORD OF THE RINGS



About the character

The Lord of the Rings is one of the most important and influential fantasy franchises in history, based on the work of J.R.R. Tolkien.

- An epic universe filled with heroes, legendary creatures, and iconic settings that has captivated millions of fans worldwide.*
- The third season of The Lord of the Rings: The Rings of Power will premiere on Prime Video on November 11, 2026.*

The Lord of the Rings: The Hunt for Gollum movie will be released in theaters on December 17, 2027.



Audience

Main target audience: teenagers, young adults and adults (15-50 years old) who are fans of fantasy, adventure and pop culture.

Strong connection with long-standing fans who maintain a high level of loyalty to the franchise.

A highly committed fan community, driven by the emotional value, nostalgia, and richness of the Tolkien universe.





Artículo: 2600003825

des_artículo:DECORACIÓN HOGAR LR BACK TO SCHOOL 2027

Ean: 8445484777321



Artículo: 2600003742

des_artículo:SET REGALO PINS LR BACK TO SCHOOL 2027

Ean: 8445484771152



Artículo: 2700002804

des_artículo:BOLÍGRAFO SET LR BACK TO SCHOOL 2027

Ean: 8445484746952

