

**Global
Partner**



BOOTH 5617

Lifestyle Licensing BV

www.bhpcinternational.com

Lifestyle Licensing BV is a full service International agency and marketing company with exclusive rights to the trademark "Beverly Hills Polo Club" as well as other Lifestyle Brands. From our Amsterdam Headquarters, we maintain a global network of licensees of apparel, home and prestige accessory products that synergistically present our brand image qualities in each individual market. Perception of the brand lifestyle have consistently motivated consumers worldwide. Recent changes in ownership of the trademark and management of the brand enhance the marketing and support capability of the brand. Lifestyle Licensing BV has added experienced teams of both graphic and fashion designers, proven merchandisers and well-known marketing professionals to provide world-class strategic assessment, product development, design leadership, innovative marketing techniques, display concepts and sales.

