

FOR IMMEDIATE RELEASE



Moxie & Company Named Exclusive Licensing Agency for Mary Engelbreit

Westport, CT – September 30, 2026 – Moxie & Company, a leading brand licensing and management agency, has been appointed the exclusive licensing agency for **Mary Engelbreit**, the celebrated artist and illustrator behind one of America's most recognizable art and lifestyle brands.

For decades, Engelbreit's distinctive illustrations, spirited wit and warmhearted messages have connected with generations of fans. From greeting cards and calendars to books, textiles and home décor, her artwork has become a familiar presence in American life, building a devoted following that spans longtime collectors and new audiences.

Moxie & Company will work with Mary Engelbreit to **expand the brand through new licensing partnerships and strategic collaborations**, building on its established consumer products business while introducing Mary's work to new categories and audiences. Opportunities include home décor, gifts, stationery, textiles, crafting, fashion and lifestyle accessories.

"Mary Engelbreit has created a world that people recognize instantly and feel deeply connected to," said Arlene Scanlan, Founder and President of Moxie & Company. "Her combination of art, humor and storytelling gives us an extraordinary foundation for partnerships that celebrate what generations of fans already love about Mary while finding fresh and unexpected ways to introduce her work to new audiences."

The program will draw on Engelbreit's extensive creative portfolio, from beloved characters and signature patterns to seasonal artwork and contemporary designs. Moxie will seek manufacturing, retail and collaboration partners capable of translating that range into distinctive collections while preserving the unmistakable creative voice at the heart of the Mary Engelbreit brand.

"I've always loved seeing my drawings become part of people's everyday lives," said Mary Engelbreit. "I'm excited to work with Moxie to explore new possibilities for my art and create products that bring people a little more joy."

For licensing inquiries, please contact:
Zamaya Ibarondo

zibarrondo@moxieco.com

203-259-2729 x14

About Moxie & Company

Moxie & Company is a full-service brand licensing agency specializing in building and managing global licensing programs across children's, entertainment, fashion, publishing, nonprofit, and corporate brands. With decades of industry experience and deep relationships across retail and manufacturing, Moxie delivers strategic, high-impact licensing solutions.

About Mary Engelbreit

Mary Engelbreit is an acclaimed American artist and illustrator whose distinctive style, clever wit and heartfelt observations have captivated audiences for nearly 50 years. From illustrated calendars and greeting cards to bestselling books and home décor, Engelbreit has built an enduring art and lifestyle brand that celebrates creativity, humor and the joys of everyday life.

Her artwork has appeared on more than **6,500 products**, generating over **\$1 billion in retail sales** and reaching fans across the United States, Canada, Europe and Asia. With a creative portfolio of more than **16,000 assets**, her work encompasses beloved characters, colorful patterns, seasonal illustrations and inspirational sentiments, providing an extraordinary foundation for consumer products and collaborations.

Engelbreit's illustrated editions of *The Night Before Christmas* and *Mother Goose* became *New York Times* bestsellers. She has been honored with a permanent star on the **St. Louis Walk of Fame**, and her original artwork is archived at **Washington University's Sam Fox School of Design & Visual Arts**. Her creative work has also extended to the stage, including set and costume designs for the St. Louis Muny's 2019 production of Roald Dahl's *Matilda*.

Based in St. Louis, Engelbreit continues to create new artwork and connect with longtime collectors and new generations of fans. Her social media community across Facebook, Instagram, Pinterest and TikTok exceeds **511,000 followers**, reflecting the continued reach and relevance of her unmistakable artistic voice.

For more information, visit maryengelbreit.com.