Charlie Chaplin™

BRAND GUIDE



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WHY CHAPLIN ?

- Revolutionized the film industry both on and off the screen

- Revered today as a cinematic influence, a comedy genius and a great humanist

- Chaplin's films are still timeless classics

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"A gentleman, a poet, a dreamer, a lonely fellow, always hopeful of romance and adventure."

Though the story goes that the Little Tramp was invented more or less by chance, Chaplin went on to develop him into a carefully studied character, and from the tip of his boots to the top of his bowler hat, each detail became of vital importance to the whole.

There is a lasting quality to the Little Tramp, and his image appeals to all age groups, even to those too young to have seen a Chaplin film. Charlie's rumbling stomach, aching feet, empty pockets and jaunty walk will never become outdated.

Our companies work to keep him present in these "modern times". We are not simply licensing a name and image, but the lifetime's work which they represent. Over the years, our totemic Little Tramp figure has come to represent not only the ragged, mischievous, resilient character from his films, but also Chaplin's own humanism, humour and modernism.

The purpose of this guide is to provide ideas to new and existing licencees. The possibilities are endless with an icon as universal as Charlie Chaplin. There is a Chaplin for every situation – and for every trade.



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PHOTOS

Charlie Chaplin™ © Bubbles Inc SA



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ICONIC IMAGES

From the most iconic photographs to lesser-known stills from behind the scenes, the Chaplin archives contain thousands of images, scanned at high quality resolutions and available for licensing. Many of the photographs can be browsed on our image bank: http://photo.charliechaplin.com



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THERE'S A CHAPLIN FOR EVERY SITUATION



THERE'S A CHAPLIN FOR EVERY TRADE















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QUOTES

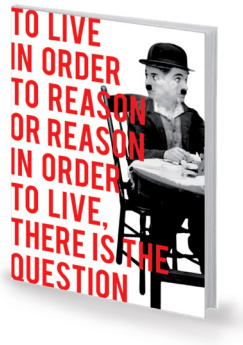
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TO LIVE
IN ORDER
TO REASON
OR REASON
IN ORDER
TO LIVE,
THERE IS THE
QUESTION



INSPIRING QUOTES



"We think too much and feel too little."

"Imagination means nothing without doing."

"Life is a tragedy when seen in close-up, but a comedy in long-shot."

"Simplicity is a difficult thing to achieve."

"You have to believe in yourself. That's the secret."

"Life is a beautiful magnificent thing, even to a jelly fish."

"You'll never find rainbows if you're looking down."

"Hormones, vitamins, plastic surgery. This is a brave new world."

"The saddest thing I can imagine is to get used to luxury."

"Perfect love is the most beautiful of all frustrations because it is more than one can express."

"What do you want meaning for? Life is a desire, not meaning!"

"I consider myself a citizen of the world."

"Nothing is permanent in this wicked world—not even our troubles."

"If you're not having fun in your work, you shouldn't work."

"Our tragedies are only as big as we make them."

"If you're really truthful with yourself, it's a wonderful guidance."

"Knowledge inspires courage. I'm not sceptical but I'd sooner know than believe."

"Let us strive for the impossible. The great achievements throughout history have been the conquest of what seemed the impossible."

"More than machinery we need humanity. More than cleverness we need kindness and gentleness. Without these qualities, life will be violent and all will be lost."

"I'm an anarchist. I hate governments and rules and fetters... Can't stand caged animals... People must be free."

"Like music, it always starts—for me at least—not from an idea, but from an emotion, and from that emotion the idea is born."

"I am an artist. I am interested in life."

"I am what I am: an individual, unique and different, [with a lineal history of ancestral promptings and urgings]; a history of dreams, desires and of special experiences, [all of which I am the sum total.]"

"Friends – although some we rarely see, the thought of them is conforting, like the pleasure of knowing there is a mooring somewhere, if occasionally we want to sail into port."

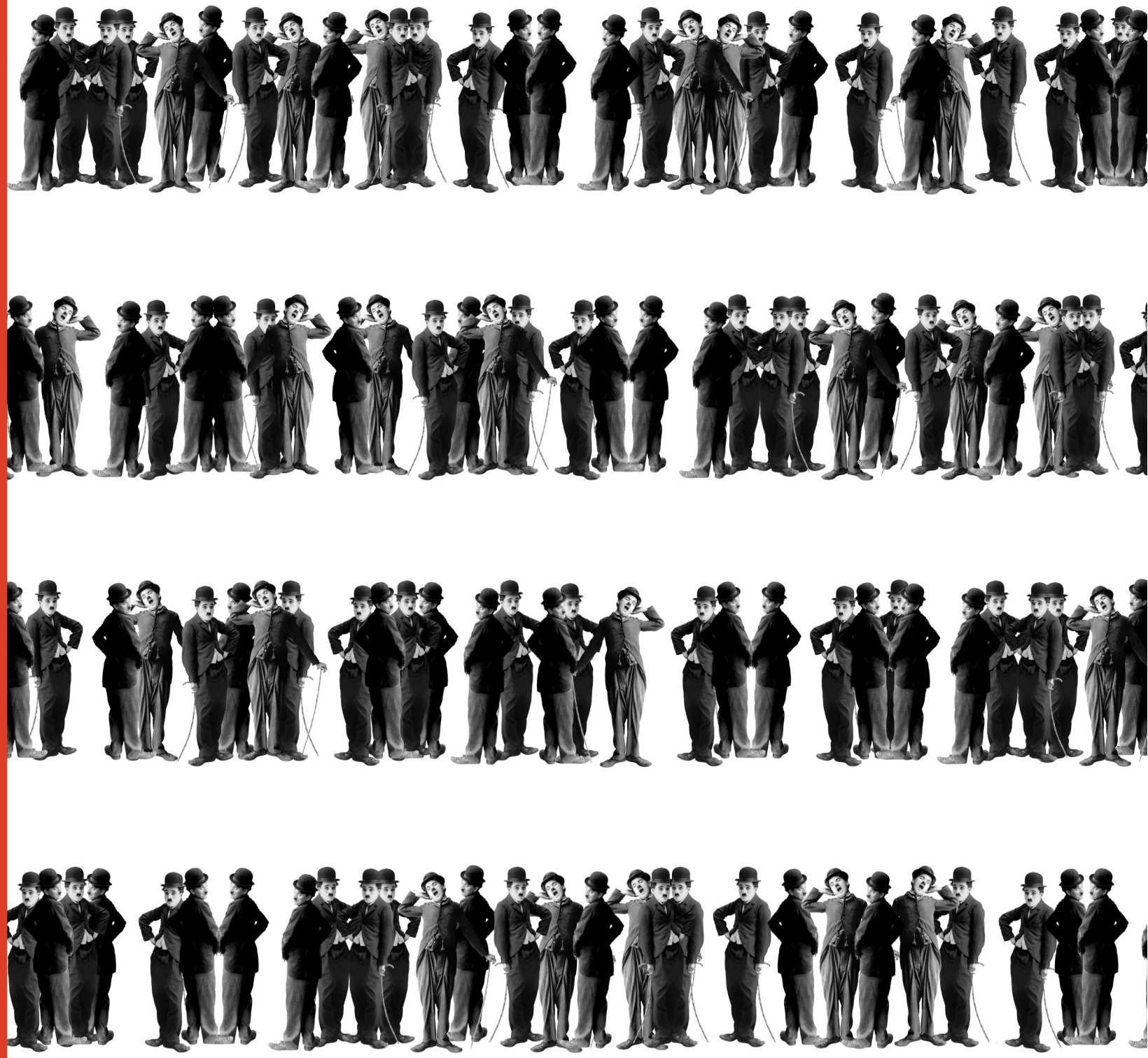


T-SHIRT
WITH CHAPLIN QUOTE
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"Life can be wonderful
if you're not afraid of it.
All it takes is courage,
imagination ...
and a little dough."

Charlie Chaplin



Charlie Chaplin™ © Bubbles Inc SA

WORDS WITH A MESSAGE

Charles Chaplin's speech from the end of The Great Dictator is growing in popularity and our office receives many requests for the use of these timeless and inspiring words. A majority of these requests come from musicians asking to include clips of it in new music tracks. The speech is a great way to share Chaplin's vision with new generations.



Charlie Chaplin™ © Bubbles Inc SA

Speech from The Great Dictator by Charles Chaplin

I'm sorry, but I don't want to be an emperor. That's not my business. I don't want to rule or conquer anyone. I should like to help everyone - if possible - Jew, Gentile - black man – white. We all want to help one another. Human beings are like that. We want to live by each other's happiness - not by each other's misery. We don't want to hate and despise one another. In this world there is room for everyone. And the good earth is rich and can provide for everyone. The way of life can be free and beautiful, but we have lost the way. Greed has poisoned men's souls, has barricaded the world with hate, has goose-stepped us into misery and bloodshed. We have developed speed, but we have shut ourselves in. Machinery that gives abundance has left us in want. Our knowledge has made us cynical. Our cleverness, hard and unkind. We think too much and feel too little. More than machinery we need humanity. More than cleverness we need kindness and gentleness. Without these qualities, life will be violent and all will be lost....

The aeroplane and the radio have brought us closer together. The very nature of these inventions cries out for the goodness in men - cries out for universal brotherhood - for the unity of us all. Even now my voice is reaching millions throughout the world - millions of despairing men, women, and little children - victims of a system that makes men torture and imprison innocent people. To those who can hear me, I say - do not despair. The misery that is now upon us is but the passing of greed - the bitterness of men who fear the way of human progress. The hate of men will pass, and dictators die, and the power they took from the people will return to the people. And so long as men die, liberty will never perish. .....

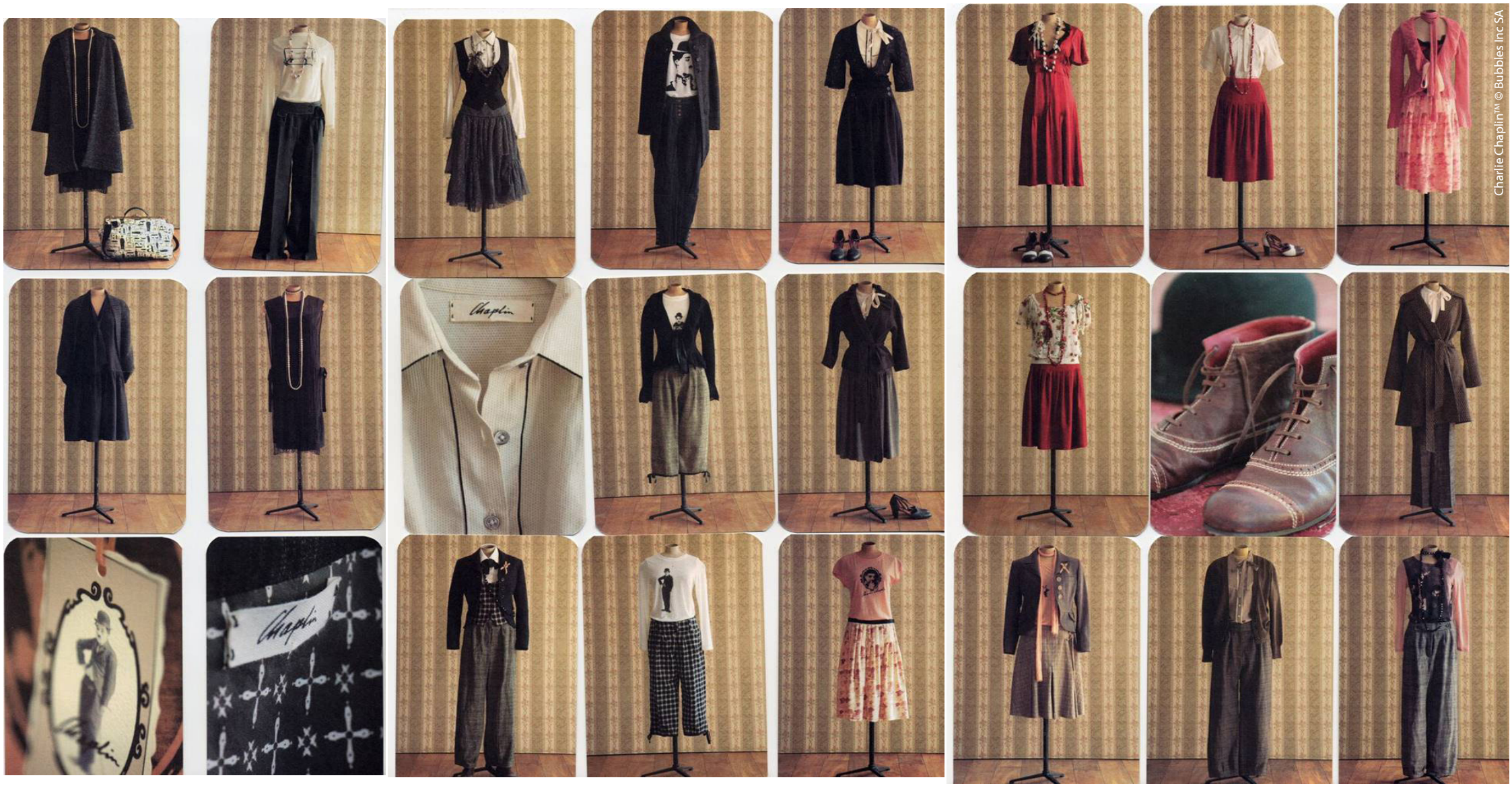
Soldiers! don't give yourselves to brutes - men who despise you - enslave you - who regiment your lives - tell you what to do - what to think and what to feel! Who drill you - diet you - treat you like cattle, use you as cannon fodder. Don't give yourselves to these unnatural men - machine men with machine minds and machine hearts! You are not machines! You are not cattle! You are men! You have the love of humanity in your hearts! You don't hate! Only the unloved hate - the unloved and the unnatural! Soldiers! Don't fight for slavery! Fight for liberty! In the 17th Chapter of St Luke it is written: "the Kingdom of God is within man" - not one man nor a group of men, but in all men! In you! You, the people have the power - the power to create machines. The power to create happiness! You, the people, have the power to make this life free and beautiful, to make this life a wonderful adventure. Then - in the name of democracy - let us use that power - let us all unite. Let us fight for a new world - a decent world that will give men a chance to work - that will give youth a future and old age a security. By the promise of these things, brutes have risen to power. But they lie! They do not fulfil that promise. They never will! Dictators free themselves but they enslave the people! Now let us fight to fulfil that promise! Let us fight to free the world - to do away with national barriers - to do away with greed, with hate and intolerance. Let us fight for a world of reason, a world where science and progress will lead to all men's happiness. Soldiers! in the name of democracy, let us all unite!

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LICENSING

CHAPLIN-THEMED MERCHANDISE



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Current license: Lazy Francis Ltd.







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BY GILMAR

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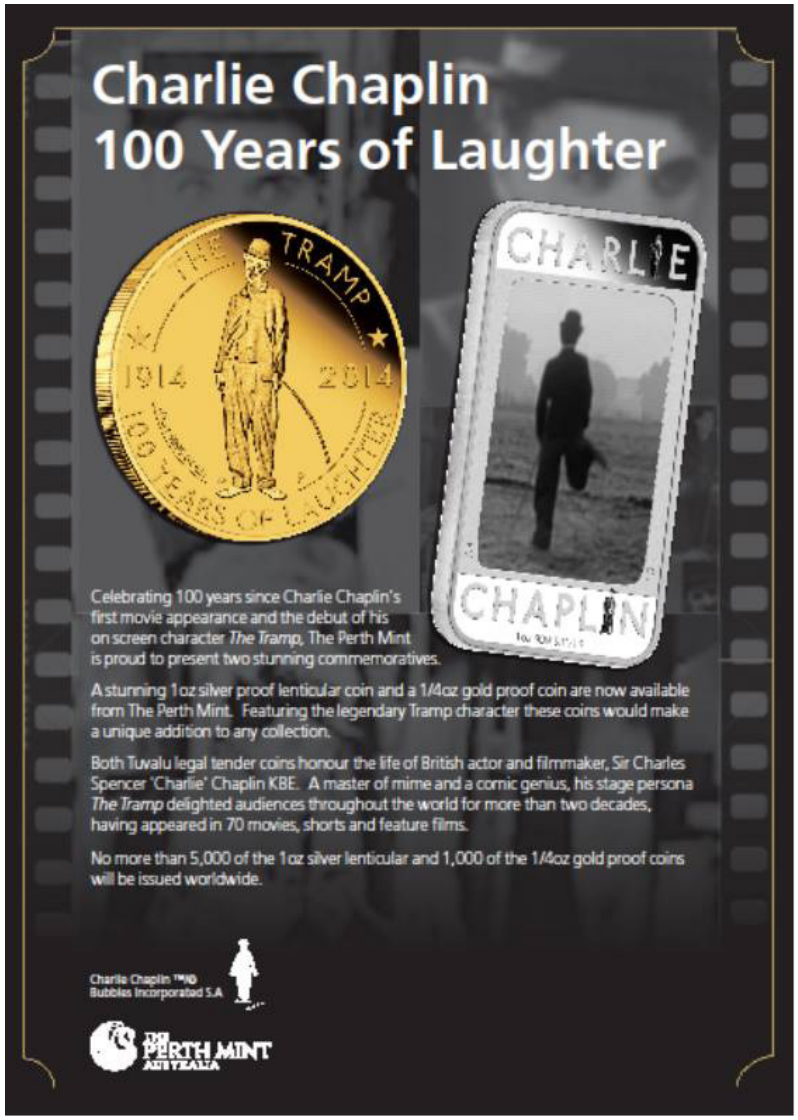




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Limited Edition Gold and Silver Coins

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Montblanc Fountain Pen

Past license



Dolls & Watch

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CHAPLIN MERCHANDISE
WITH ARTWORK
BY JACQUELUX AND YOUTKEVITCH
Current license: Arteum















CHOCOLATE BOOTS
Current license: Läderach

ARMCHAIR
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JELLY BEAN PACKS

BY INTERMAR

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PROTECTIVE SHELLS
for smart phones and tablets

Sample Merchandise





CHAPLIN WATCHES

Sample Merchandise





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Sample Merchandise



CREATIVE ARTWORK

The Tramp's iconic silhouette lends itself to artistic interpretations. From renowned works from historic figures like Fernand Léger and Sergei Youtkevitch to everyday fan art on blogs and websites, Charlie Chaplin has inspired countless artists around the world for over a century. If you have a Charlie Chaplin design, Bubbles Incorporated is open to considering new artwork for licensing.

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ART PRINTS

BY MR. BRAINWASH

Current license



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CHAPLIN FILM POSTERS

Current License: Nautilus Art Prints









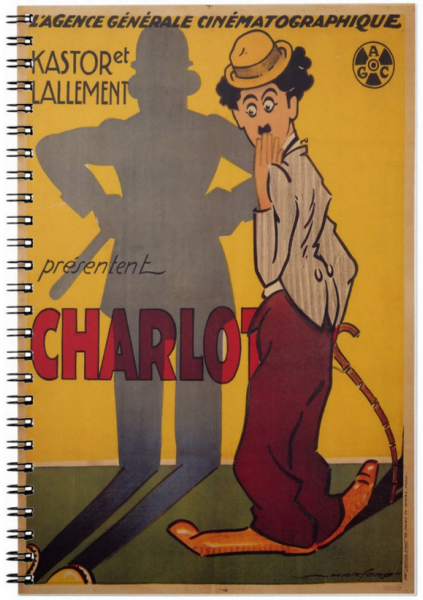
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VINTAGE ARTWORK

On licensed merchandise and samples











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THE LEGENDARY SIGNATURE

Charles Chaplin's personal signature can be licensed, either alone to "sign" certain approved products or repeatedly as a pattern or decorative element. Though the proportions of the signature cannot be modified, the colors and motifs may vary.



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CHAPLIN'S OWN SKETCH & SIGNATURE

On past licensed t-shirt by PULL & BEAR

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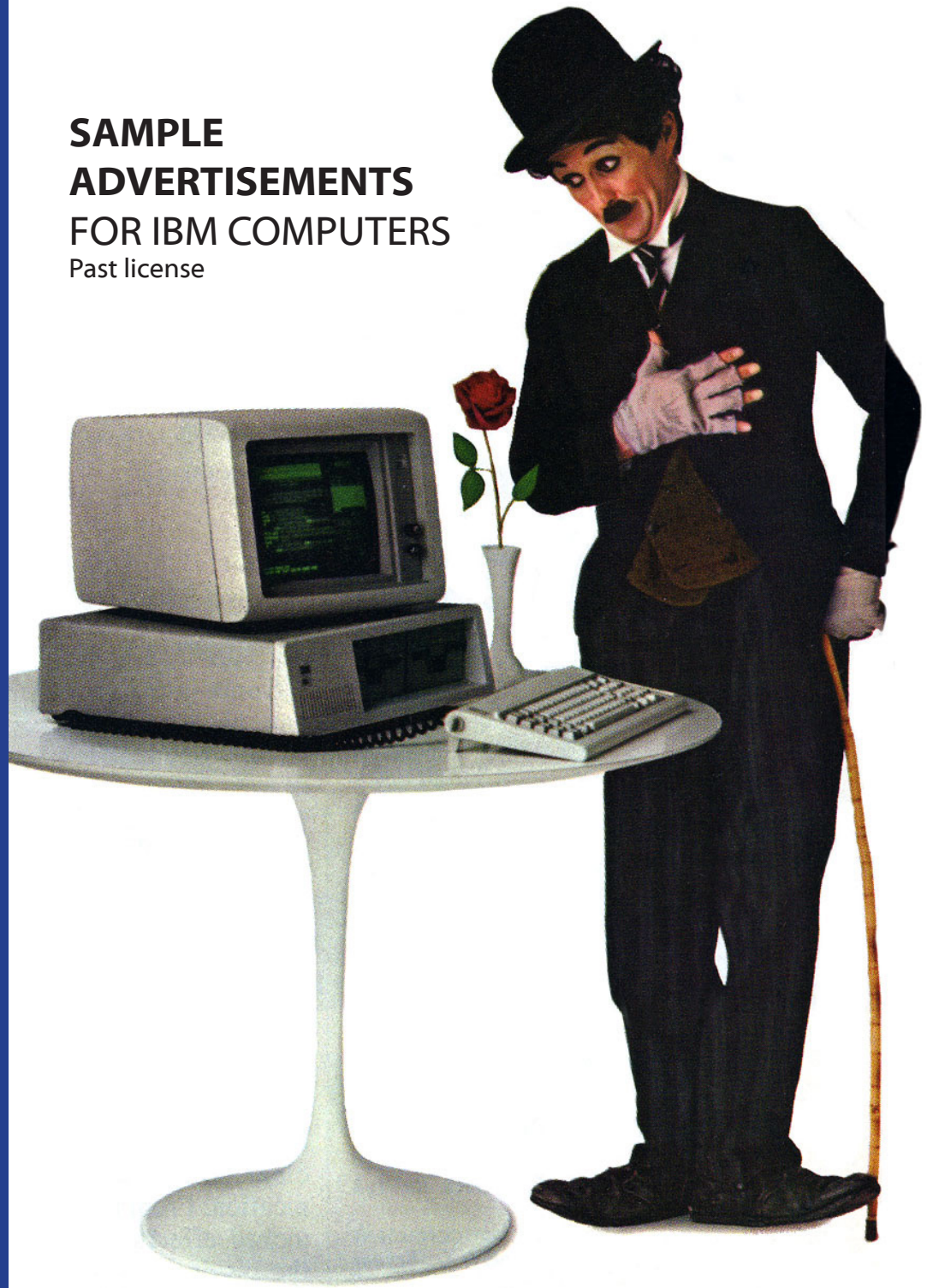


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CHARLIE CHAPLIN

Acteur, scénariste, écrivain et compositeur britannique.

Fleuron d'une technique horlogère unique au monde, la pendule Atmos ponctue le temps de nombreux hommes d'état et souverains : depuis des décennies, il est de tradition d'offrir aux hôtes de marque ce chef-d'œuvre de l'horlogerie helvétique. C'est ainsi que les journées de J.F. Kennedy, Winston Churchill, le Général de Gaulle ou encore Charlie Chaplin ont été rythmées avec distinction par les aiguilles suisses.

1999. Atmos du Millénaire.
Son cadran indique toutes les années, de l'an 2000 à l'an 3000.



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Chaplin's World ™ © Bubbles Inc SA

CHAPLIN'S WORLD MUSEUM

Our licensee Chaplin's World by Grévin opened in April 2016 at the former Chaplin family home, the Manoir de Ban, in Corsier-sur-Vevey, Switzerland. It is an amazing site dedicated to Charlie Chaplin, the artist and man.

Guests can discover Chaplin's personal belongings inside his former home, stroll through the ten-acre estate's gardens with views of Lake Geneva and the Alps, and immerse themselves in a huge Hollywood-style studio.

Chaplin's World develop their own merchandising but also sell any licensed articles that they feel enhance their range.



MODERN TIMES HOTEL

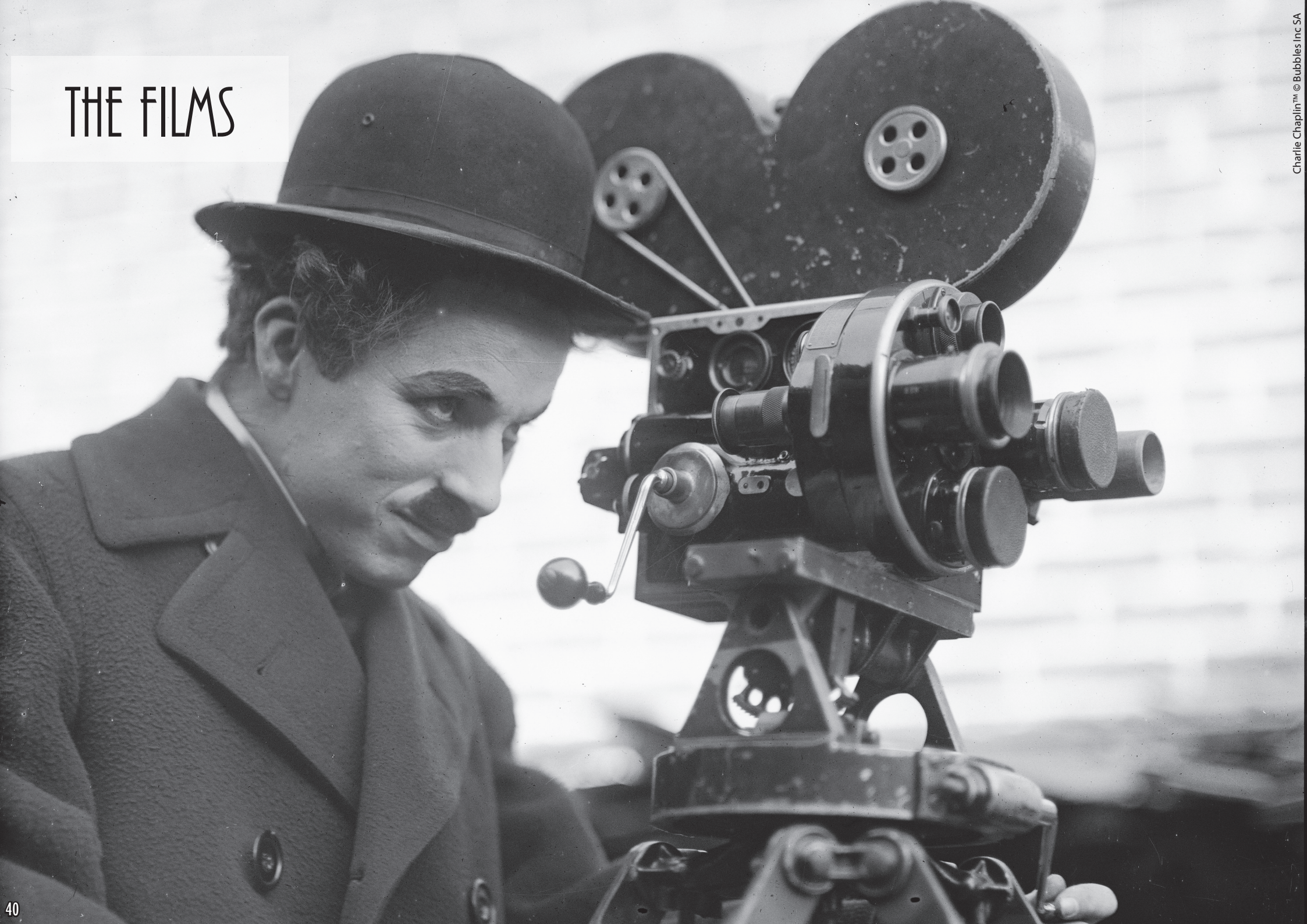
Just near the Chaplin's World museum in Switzerland, you'll find another one of our current licensees, the four-star Modern Times Hotel which opened in spring 2016. The hotel features large rooms for seminars and banquets, as well as a beautifully designed restaurant and bar.





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THE FILMS



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MASTERPIECES OF CINEMA

A Dog's Life, The Kid, The Gold Rush, City Lights, Modern Times, The Great Dictator, Limelight and more!

Clips from Charlie Chaplin's most renowned and beloved films are available for licensing. Out of respect for Chaplin's work, certain rules apply to the use of film images, so please be sure to ask us what is allowed and what isn't.

Contact us for a full list of films available for licensing.

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CHARLIE CHAPLIN IN POP CULTURE



BEYONCE



BRIGITTE BARDOT



BUGS BUNNY

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CHARLIE CHAPLIN IN POP CULTURE



EMMA STONE

GREEN DAY'S BILLIE JOE ARMSTRONG TO PLAY CHARLIE CHAPLIN

ROB SAYCE
26 SEPTEMBER AT 15.19

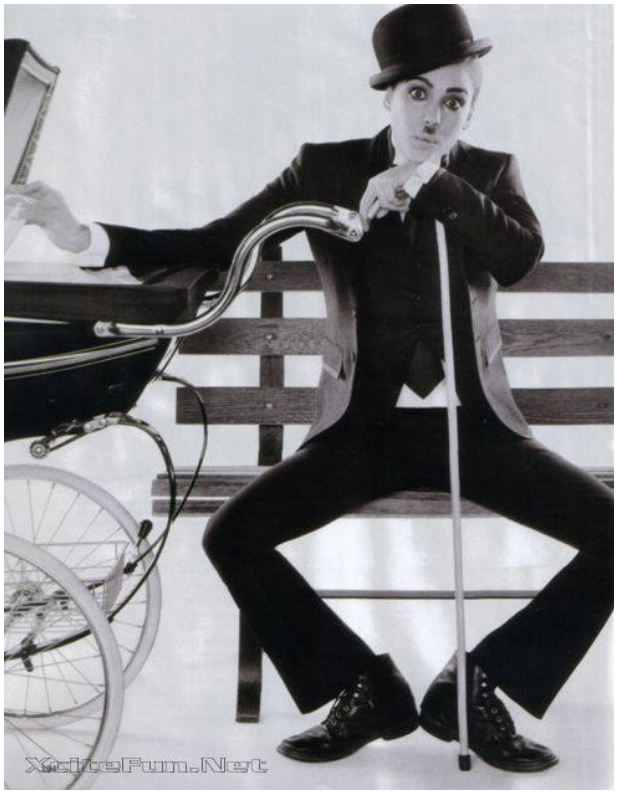
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Yep, really.



Green Day frontman Billie Joe Armstrong is set to play Charlie Chaplin in an

BILLIE JOE ARMSTRONG
OF « GREEN DAY »



JESSICA ALBA

Charlie Chaplin™ © Bubbles Inc SA

CHARLIE CHAPLIN IN POP CULTURE



JUSTIN TIMBERLAKE



KERMIT



MICHAEL JACKSON

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CHARLIE CHAPLIN IN POP CULTURE



MADONNA



HOMER SIMPSON



LUCILLE BALL

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CHARLIE CHAPLIN IN POP CULTURE

Entertainment TV TV RECAPS MOVIES MUSIC BOOKS

ARTICLE

Coldplay's new music video features famed Charlie Chaplin monologue

JESSICA GOODMAN @JESSGOOD

POSTED ON AUGUST 19, 2016 AT 12:51PM EST



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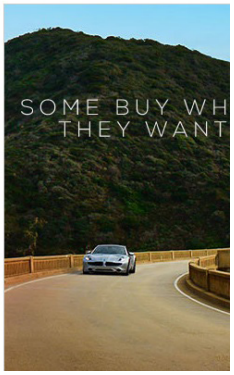
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Hundreds of Charlie Chaplin Fans Dress as 'The Tramp' to Celebrate His Birthday

Maane Khatchatourian
News Editor, Variety.com
@MaaneKhat





APRIL 16, 2017 | 03:39PM PT

LAURENT GILLIERON/EPA/REX/SHUTTERSTOCK

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THE BLOG 08/28/2016 10:13 am ET | Updated Aug 28, 2016

Charlie Lives On at "Chaplin's World"

By Magda Abu-Fadil

The Tramp, The Immigrant, the comedian, the actor, the writer, the musician, the composer, the director, the husband, the father, the genius.



The legendary Charles Chaplin (Abu-Fadil)

SHIPPING TO FRANCE

MR PORTER

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WHAT'S NEW DESIGNERS CLOTHING SHOES ACCESSORIES FINE WATCHES SPORT GROOMING STYLE COUNCIL EDITORIAL

THE JOURNAL

STYLE SETTER: SIR CHARLIE CHAPLIN

SEPTEMBER 17, 2013

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MUSIC | MUSIC REVIEW

The Tramp Returns, With Exuberant Backing by the Philharmonic

Philharmonic Plays Score at Screening of 'Modern Times'

By ANTHONY TOMMASINI SEPT. 21, 2014



Modern Times: Timothy Brock, in his New York Philharmonic conducting debut, led a performance of Charlie Chaplin's original score at a screening of his 1936 film at Avery Fisher Hall



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CHARLIE CHAPLIN IN POP CULTURE



Robert Downey Jr.
as Charlie Chaplin in « Chaplin »



Chaplin Award Gala
at Lincoln Center, NYC

Charlie Chaplin™ © Bubbles Inc SA



CHARLIE CHAPLIN SOCIAL MEDIA

1.09 MILLION LIKES

9,500 FOLLOWERS

9,300 FOLLOWERS

CONTACT



Japan retail merchandise licensing agent:

ZenWorks Co., Ltd.
info@zenworks.jp

日本語のご案内：
https://www.zenworks.jp/chaplin.html

Official Website:
www.charliechaplin.com

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