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**GRUPO CARSO AND ARTIST ROMERO BRITTO
ANNOUNCE LICENSING PARTNERSHIP**



MIAMI—MAY 24, 2016— Grupo Carso and Romero Britto announce a licensing partnership to sell exclusive Britto products throughout Mexico and Latin America via Grupo Carso, Carlos Slim’s conglomerate of retail stores. Slim, philanthropist and longstanding patron of the arts, and Britto, the internationally acclaimed artist, will bring their shared passion for art to the masses through consumer products.

“My vision has always been to make art accessible to all people around the world. It is a true honor to work with Carlos and his companies, retail industry leaders in Mexico and Latin America.”

The collaboration represents a multi-category licensing deal to develop apparel, footwear, handbags, accessories, and home decor to name a few. Merchandise will be distributed through Grupo Carso via Sears Apparel retail stores, Sanborns, Saks Fifth Avenue Mexico, Telmex, Telcel, DAX, Philosophy Jr. Studio, Museo Soumaya and Claro-Shop. Britto is thrilled to join forces with these globally recognized brands.

Britto’s licensing program has aligned with numerous major corporations and internationally recognized brands, such as Walt Disney, Coca-Cola, Mattel, Hublot and Bentley, further expanding distribution to worldwide retail partners. This partnership marks another milestone for the artist’s global expansion plans, having announced earlier this year his move to two new storefronts on South Beach’s famous Lincoln Road mall slated to open in Summer 2016.

Britto has enjoyed a strong relationship with his Mexican collectors and fans throughout his career. His work can be found throughout the country at numerous art galleries with whom he has partnered. In 2011 *Goli*, Britto’s monumental sculpture covered in 290,000 glass mosaic tiles, was unveiled at Hall de Fama de Futbol. In 2013, Maria Elena and Carlos Slim Domit hosted a 50th birthday celebration for the Artist at Carlos Slim’s beloved Museo Soumaya. The event included a special showcase of over 20 original paintings and mixed media sculptures making Britto the first living artist to exhibit at the museum.

A press conference is scheduled for Wednesday, May 25th, 2016 at Museo Soumaya. Fans will have the opportunity to meet the artist and get his autograph on Wednesday, May 25th at 6pm at Sears Plaza Tlalne Fashion Mall. The official announcement will be held on E Entertainment, Sony Picture Television Channel --Latin America’s show ‘Cuidate de la Cámara’ hosted by famous TV personality and fashion sensation Edy Smol beginning on Monday, June 13th 2016 where Britto will be the guest of honor.



ABOUT ROMERO BRITTO

Brazilian-born and Miami-made, Romero Britto is an international artist that uses vibrant, bold and colorful patterns to reflect his optimistic view of the world around him. Britto has created a visual language of hope and happiness all its own that is relatable to all, inspiring millions. Self-taught at an early age, Britto painted on scraps of paper or cardboard or any medium he could find before coming into his own and traveling to Paris where he was introduced to the works of Matisse and Picasso. His appreciation of these masters influenced him to create an iconic style that The New York Times described, "exudes warmth, optimism and love."

Britto's work has been exhibited in galleries and museums in over 100 countries, including the Salon de la Société Nationale des Beaux Arts exhibition at the Carrousel du Louvre in 2008 and 2010. In 2013, Maria Elena and Carlos Slim Domit invited Romero to be the first living artist to exhibit at Museo Soumaya. He has created public art installations for the O2 Dome in Berlin, New York's John F. Kennedy Airport, Cirque Du Soleil at Super Bowl XLI, and has been credited with the largest monumental sculpture in London's Hyde Park history. Britto served as an official artist for the 2010 World Cup, Ambassador to the 2014 FIFA World Cup Brazil and was recently invited to be an honorary torch bearer for the Rio 2016 Olympic Games. Britto's pop sensibility has since leant itself to many collaborations with international brands such as Audi, Bentley, Coca-Cola, Walt Disney, Evian, Hublot, and Mattel to name a few.

Romero is an activist for charitable organizations worldwide and most of all an artist who believes "art is too important not to share." Britto has donated time, art, and resources to more than 250 charitable organizations. Not a silent activist, Britto was a selected speaker for the arts at the World Economic Forum in Switzerland. In addition, Romero Britto is proudly an Inaugural Founding Benefactor of the Harvard International Negotiation Program. He holds a seat on several boards such as Best Buddies International, and St. Jude's Children's Research Hospital, and was recently appointed to the board of HRH The Prince of Wales charity, The Prince's Trust. A believer in the role of an artist as an agent of positive change, Romero Britto is committed to developing and supporting the role art will continue to play in world issues.