

# Retro

The Tony Curtis licensing program has partnered with a handful of exciting licensees since its launch in the second quarter of 2009.

The program's launch has been well received, in part, due to its 'retro' foundation, according to the company behind the brand.

The initial reintroduction of the Tony Curtis brand into the marketplace has been sustained by the boomer generation.



Tried and trusted brands and properties are more in demand than ever. But why is this? Obviously the economic climate goes hand in hand with risk aversion, and in the tried and tested, longevity shows that something that has been loved for years is likely to still be so.

Total Licensing takes an in-depth look at what's around, what has staying power, and why.