

LEGALLY blonde™



LEGALLY blonde 3

SUMMER
2022

A YEAR LONG CELEBRATION!

Starting July 2021 leading to her 21st Birthday in July 2022



\$266M

WW
Box Office

500M+

YouTube
Views

850K

FB & IG
Followers

8

Tony Musical
Nominations

6M

DVD Units
Sold (U.S.)



TARGET AUDIENCE

- Primary: Gen Z
- Secondary: Women 25+

KEY THEMES

- Inspirational Messaging
- Empower & Education
- Power of Pink
- Wink of Humor

CATEGORIES

- Fashion
- Accessories
- Home
- Pet
- Publishing
- Interactive & Games
- Travel
- Celebrations
- Home
- Confection & Gift
- + More!

♡ "What, like it's hard?" ♡

NEW ART. NEW STYLE GUIDE. NEW LOOK!



For Licensing & Promotional Opportunities, Contact:
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