



## King and Moschino Partner to Launch Sweet Candy Crush Capsule Collection

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NEW YORK, April 14, 2017 - In partnership with Moschino, King - a leading interactive entertainment company for the mobile world - and the acclaimed creative director Jeremy Scott are coming together to celebrate the fifth anniversary of the Candy Crush franchise, one of the world's most popular mobile games. Together, Scott and the Candy Crush team are launching a limited edition colorful capsule collection comprised of summer festival must-haves. Featuring a backpack (650 USD), phone case (70 USD), and swimwear for men and women (250 USD and 300 USD) inspired by Candy Crush, these items will be available exclusively on Moschino.com, until the collection sells-out.

Today's announcement marks a milestone achievement for Candy Crush, a franchise that celebrates its fifth anniversary this year, with millions of people around the globe playing the game each day. As a result, the game has demonstrated that it has staying power that has landed the game its own deserved place in the pop culture zeitgeist. The partnership with Moschino, a fashion house at the forefront of merging pop culture with high fashion, brings fans of the Candy Crush franchise an opportunity to visually exclaim their fandom of the game while wearing the playful styles from the collection.

"As someone who is inspired by pop culture, it was only a matter of time till I'd play with the iconography of Candy Crush," said Jeremy Scott, Creative Director for Moschino. "The only thing I love more than playing the game is wearing it!"

The celebration of the launch will culminate at the exclusive star-studded Moschino Candy Crush Desert Party during the Coachella music festival, where the entire event space will be transformed into a Candy Kingdom. Key visuals and moments from the game will be brought to life with tangible props that will be as vibrant in-person as they are on screen.

"We couldn't think of a better partner to transform Candy Crush into this fun and playful capsule collection that our players will have a chance to own and wear," said Sebastian Knutsson, Chief Creative Officer at King. "Moschino and Jeremy Scott are known for their larger than life creations and bringing popular culture to the runway, so it's the perfect partnership as we prepare to mark the five-year anniversary of Candy Crush Saga. The game has earned a firm position in the cultural zeitgeist and the collection is a celebration of this."

For more information and to shop the Moschino Candy Crush capsule collection please visit Moschino.com. Follow along on social media with the hashtag, #MoschinoCandyCrush

#### **About King**

King is a leading interactive entertainment company for the mobile world. It had 355 million monthly active users as of fourth quarter 2016 across web, social and mobile platforms, and has developed more than 200 exclusive games that are enjoyed all around the world through its king.com and royalgames.com websites, Facebook, and mobile distribution platforms such as the Apple App Store, Google Play Store, Microsoft Windows App Store and Amazon Appstore. King was acquired by Activision Blizzard (NASDAQ: ATVI) in February 2016. King has game studios in Stockholm, Malmö, London, Barcelona, Berlin and Seattle, along with offices in San Francisco, Malta, Tokyo, and Bucharest.

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#### **About Moschino**

Italian luxury brand, Moschino was founded in 1983 and rose to the forefront of the international fashion scene through the ironic, tongue-in-cheek designs. In 2013, Jeremy Scott was appointed Creative Director and the brand hit a new high with his unexpected original designs that paid homage to Franco Moschino's original concepts but were infused Scott's unique vision and sartorial wit. Moschino S.p.A. is the owner of the Moschino brands. The company, which was a licensor of AEFPE S.p.A. since from the brand debut in 1983, was acquired by AEFPE S.p.A. in 1999.