

***Peaky Blinders* Shop Launches with Teemill - A Sustainable Collection for Fans Worldwide**

The wait is finally over. The official *Peaky Blinders* Shop is launching in partnership with retailer Teemill, bringing fans an exceptional new range of apparel, accessories, headwear, and homeware inspired by the iconic TV series.

Following a deal negotiated by Banijay Rights, the global distribution arm of media and entertainment powerhouse, Banijay Entertainment, this debut collection will feature a merchandise line fans are expected to rush for- all carefully designed, beautifully crafted, and aligned with the style, grit, and spirit of the *Peaky Blinders*.

In keeping with the values of today's conscious consumer, every product in the collection is sustainably made, plastic-free, and created using responsible, circular production, exactly what *Peaky Blinders* fans demand and deserve. From premium organic fabrics to low-impact dyes and ethical manufacturing, the new *Peaky Blinders* Shop reflects a commitment to quality both in design and in environmental impact.

Leila Loumi, Senior VP of Licensing at Banijay Rights, said: *"We are incredibly proud to unveil this partnership with Teemill. Their commitment to sustainability, innovation, and quality aligns perfectly with our vision for the *Peaky Blinders* brand. This collection brings fans beautifully made, plastic-free, responsibly sourced products that honour the spirit of the TV series while respecting the planet. We couldn't be more excited to share it with the world."*

Rob Caulfield, Brand Licensing at Teemill, said: *"*Peaky Blinders* has a fan base that knows exactly what it likes. Our in-house creative team crafted designs that feel true to the show but still bring something fresh. Because everything is made to order, we can move quickly, try ideas and shape the range around what fans respond to. With the new film coming in March, we have plenty planned for the store and we're ready to build on the momentum."*

Fans can now explore the full collection and secure their favourite items from the official *Peaky Blinders* Shop.

The acclaimed *Peaky Blinders* was created and written by Steven Knight (*House of Guinness, SAS Rogue Heroes, Taboo*) and was produced by Caryn Mandabach Productions and Tiger Aspect Productions for the BBC with Banijay Rights handling international distribution. The series has sold in more than 190 countries and is widely available internationally on Netflix. Two new six-episode seasons of *Peaky Blinders*, produced by Kudos and Garrison Drama for Netflix globally, are expected in 2027 and 2028.

About Banijay Rights

Leading global distributor, Banijay Rights, represents a world-class, multi-genre portfolio of more than 225,000 hours of standout programming. Handling the distribution for media and entertainment powerhouse, Banijay Entertainment, the division specialises in the exploitation of premium scripted and non-scripted brands to broadcasters worldwide.

Representing quality, excellence and experience in the business of linear and non-linear television and ancillary activity across all platforms, Banijay Rights' catalogue encompasses a host of top titles from Banijay's 130+ in-house labels, and a number of third-party producers, spanning drama, comedy, entertainment, factual, reality, family, formats and theatrical.

Delivering high-quality IP, which was born locally and travels globally, the distributor offers the best stories told the best way. Its landmark brands include *Survivor*, *Big Brother*, *MasterChef*, *Peaky Blinders*, *Rogue Heroes*, *Marie Antoinette*, *Grantchester*, *Deal or No Deal*, *Home and Away*, *Mr Bean* and *Black Mirror*.

Built on independence, creative freedom, entrepreneurialism and commercial acumen, Banijay Rights operates under the direction of Chief Executive Officer, Cathy Payne.