



FAN COLLECTOR '27

Cerdá
LIFE'S LITTLE MOMENTS





A COLLECTION
**THAT
TRANSFORMS
TENDENCIES
IN
SALES**



CHUCKY



About the character

An icon of horror and pop culture with over 35 years of history.

- *A cult figure with high notoriety and an immediately recognizable visual design.*

Present in film, television, gaming, collectibles and merchandising.

- *Closely linked to Halloween, horror trends, and adult lifestyle products.*



Audience

Main target audience: teenagers and young adults (15-35 years old) who are fans of horror, pop culture, and entertainment.

- *Secondary target: nostalgic adults who grew up with the franchise and are looking for products with emotional value.*

> High affinity for collectibles, fashion, accessories, and limited-edition items. > Consumers more inclined to buy based on fandom and differentiation than on functional need.





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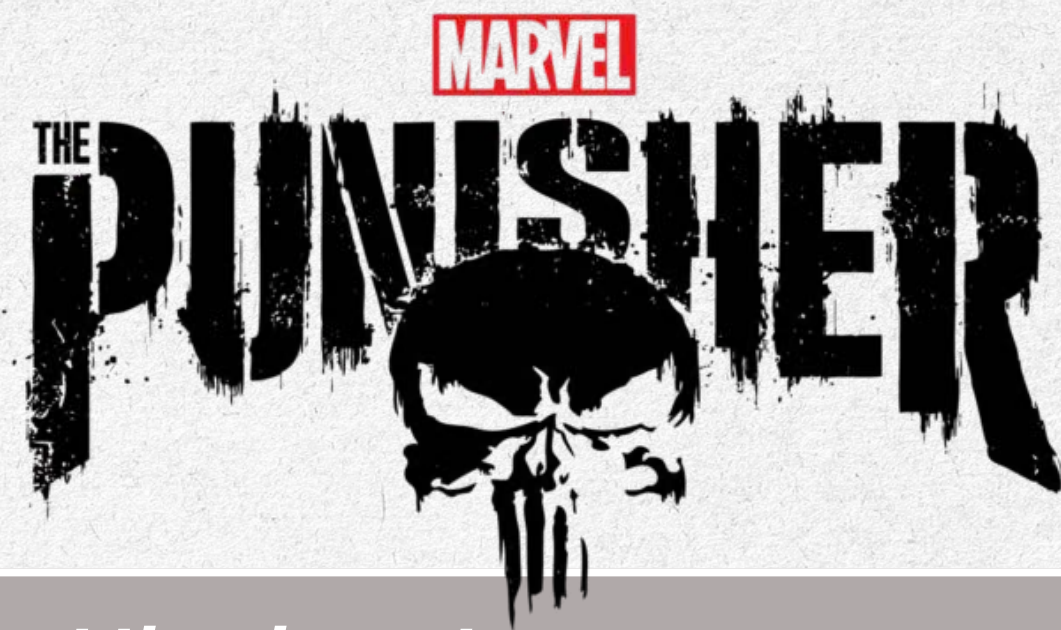
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About the character

The Punisher is one of Marvel's most iconic and mature characters, recognized for his urban, realistic, and action-packed approach.

- *A cult antihero with a large fanbase and an iconic visual identity thanks to the famous skull symbol.*

He has gained a new generation of fans thanks to his appearances in the Daredevil and The Punisher series, establishing himself as one of the most popular characters in the Marvel universe for adult audiences.



Audience

Main target audience: older teenagers and adults (16-45 years old) who are fans of Marvel, action, and pop culture.

It has special appeal for consumers seeking more mature and realistic offerings within the superhero universe.

A highly loyal audience driven by fandom, visual identity, and the character's distinctive positioning.





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MARVEL **DAREDEVIL**



About the character

One of the most iconic and mature superheroes in the Marvel universe.

- *It combines action, justice, and personal growth with a distinctive urban aesthetic.*

It has gained significant prominence through comics, television series, and its integration into the Marvel Universe.

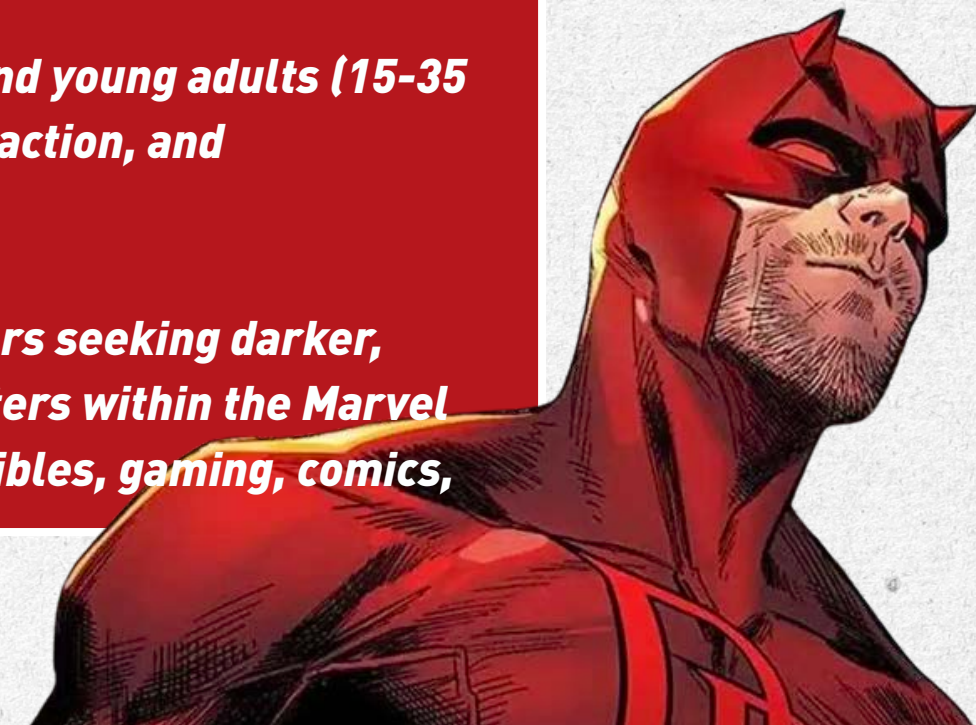
- *Property with strong appeal for fashion, accessories, stationery and lifestyle products.*
- *The third season of Daredevil: Born Again will premiere in March 2027 on Disney+*



Audience

Main target audience: teenagers and young adults (15-35 years old) who are fans of Marvel, action, and superheroes.

> Special connection with consumers seeking darker, more realistic, and mature characters within the Marvel universe. High affinity with collectibles, gaming, comics, and pop culture.





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Artículo: 2100006764



Artículo: 2100006767



Artículo: 2100006760



Artículo: 2100006759



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PEANUTS



About the character

Peanuts is one of the world's most beloved and recognized classic franchises, starring iconic characters such as Snoopy, Charlie Brown, and Woodstock.

With over 70 years of history, it combines humor, optimism, and universal values that connect with multiple generations.

Its unique and minimalist graphic style makes it a very versatile and easily recognizable license.



Audience

Main target audience: families, teenagers and adults (8-60 years old) attracted by endearing characters and timeless designs.

> Strong nostalgic component that generates a strong emotional connection with adult consumers. > Cross-cutting audience that combines affinity-based purchasing, gift-giving, and design trends.





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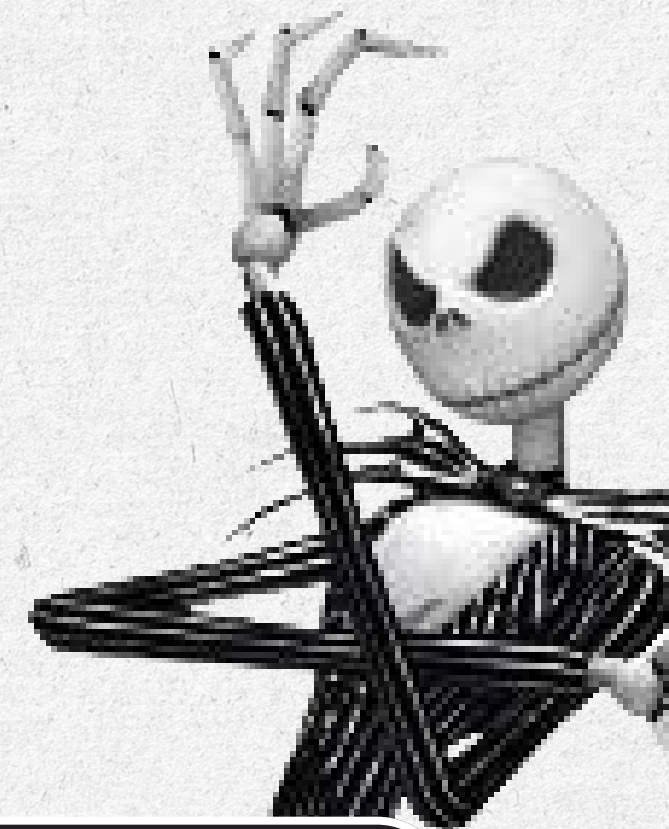
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TIM BURTON'S THE NIGHTMARE BEFORE CHRISTMAS



About the character

The Nightmare Before Christmas is one of Disney's most iconic franchises, with a unique aesthetic created by Tim Burton. Jack Skellington and Sally have become icons of pop culture, alternative style, and collecting.

- *It combines Halloween and Christmas, which greatly extends its commercial reach throughout the second half of the year.*

Strong presence in fashion, accessories, gifts and lifestyle products for teens and adults.



Audience

Main target audience: teenagers and young adults (15-35 years old) attracted to the Burton universe, gothic style and pop culture.

- *A very loyal community that seeks distinctive products with their own personality.*



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Disney CLASSICS



About the characters

Classics brings together Disney's most iconic and timeless characters: Simba, Dumbo, Bambi, Marie, Thumper, and other favorites from several generations.

- *A universe based on positive values, tenderness, friendship, and nostalgia.*

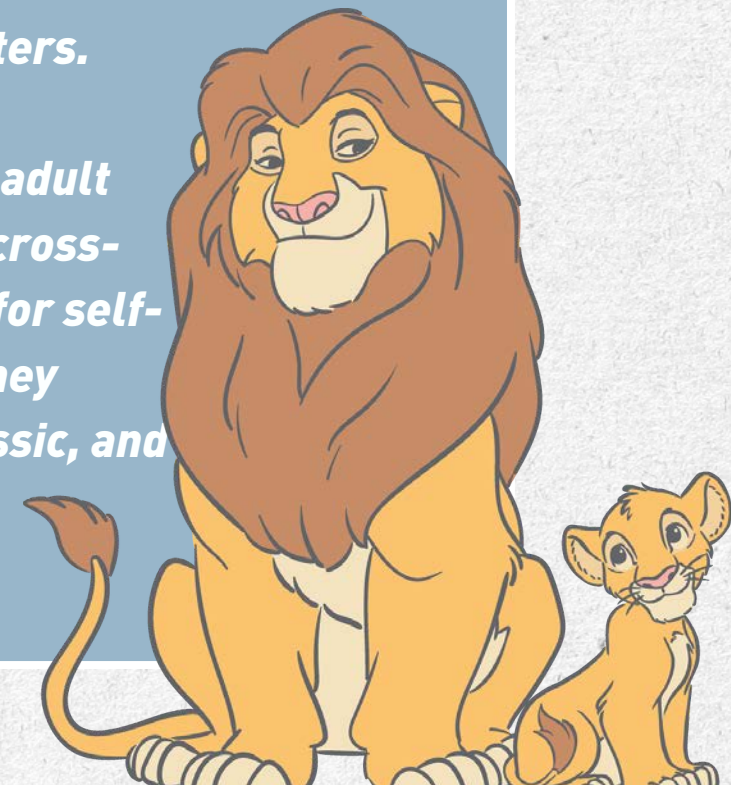
High global brand awareness and strong recognition among millennials.



Audience

Main target audience: children and families with a special affinity for classic and endearing characters.

> Strong emotional connection with parents and adult buyers thanks to the nostalgia factor. > Largely cross-sectional audience, appealing both as a gift and for self-purchase. > Ideal for consumers looking for Disney products with classic characters, in a softer, classic, and timeless style.





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Harry Potter



About the character

One of the most successful and recognized entertainment franchises in the world, with a global and multigenerational fan community. A universe rich in magic, adventure, friendship and belonging, with great potential for storytelling and collecting. It continues to gain relevance thanks to new experiences, content, and the upcoming launch of the HBO series in Christmas 2026.



Audience

Main target audience: children, teenagers and young adults (8-35 years old) who are fans of the magical universe of Hogwarts.

- *A strong connection with adults who grew up with the books and films, generating a significant nostalgia effect.*

> High affinity for collectibles, lifestyle, gaming, and fandom products. > Highly engaged community with frequent purchases and searches for themed items.



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THE LORD OF THE RINGS



About the character

The Lord of the Rings is one of the most important and influential fantasy franchises in history, based on the work of J.R.R. Tolkien.

- *An epic universe filled with heroes, legendary creatures, and iconic settings that has captivated millions of fans worldwide.*
- *The third season of The Lord of the Rings: The Rings of Power will premiere on Prime Video on November 11, 2026.*

The Lord of the Rings: The Hunt for Gollum movie will be released in theaters on December 17, 2027.



Audience

Main target audience: teenagers, young adults and adults (15-50 years old) who are fans of fantasy, adventure and pop culture.

Strong connection with long-standing fans who maintain a high level of loyalty to the franchise.

A highly committed fan community, driven by the emotional value, nostalgia, and richness of the Tolkien universe.





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About the characters

X-Men is one of Marvel's most iconic franchises, made up of some of the most popular characters in comics and entertainment, such as Wolverine, Deadpool, Storm, Rogue, Cyclops, Magneto, and Professor X.

A unique universe that combines action, superpowers, diversity, belonging, and teamwork, connecting especially with teenage and adult audiences.

The franchise is experiencing a moment of great relevance thanks to the success of X-Men '97, the return of mutants to the forefront of Marvel, and their imminent integration into the MCU.



Audience

Main target audience: teenagers and young adults (12-35 years old) who are fans of Marvel, action, and superheroes. Strong connection with adults who grew up with the comics, movies, and the original animated series.

- *High affinity for gaming, collectibles, urban fashion, and premium products.*

A very loyal fan community, driven by characters with very distinct identities and styles.





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IMAGEN DE PRODUCTO BAJO EMBARGO / PRODUCT IMAGE UNDER EMBARGO

Artículo: 2600003418



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MARVEL

SPIDER-MAN

MILES MORALES



About the character

Miles Morales represents the new generation of Spider-Man, combining the power of Marvel with a fresh, modern identity closely connected to urban culture.

- *Its popularity has skyrocketed thanks to the global success of the films **Spider-Man: Into the Spider-Verse** and **Spider-Man: Across the Spider-Verse**, considered benchmarks of modern animation.*

*The film **Spider-Man: Beyond the Spider-Verse** will be released in theaters on June 18, 2027.*

It combines action, diversity, creativity and aspiration, values that are especially relevant for new generations.

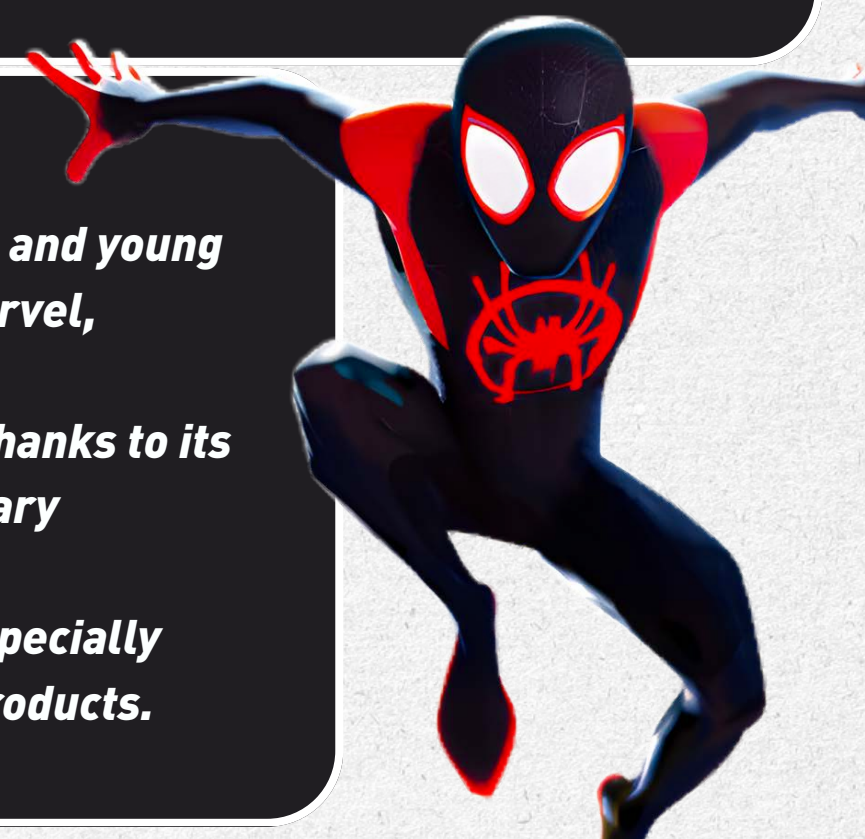


Audience

Main target audience: children, teenagers and young adults (8-35 years old) who are fans of Marvel, superheroes, animation and gaming.

- *Strong connection with Generation Z thanks to its approachable personality, contemporary language, and urban setting.*

A very active audience on social media, especially receptive to visual trends and premium products.





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THE GOONIES™



About the character

A cult film released in 1985, produced by Steven Spielberg and considered one of the great adventure classics of the 80s. It represents friendship, exploration, humor, and treasure hunting—universal values that continue to resonate with new generations. A brand with a strong nostalgic component and great recognition among the adult public.



Audience

Main target audience: adults aged 30-50 who grew up with the film and are looking for products with emotional and nostalgic value.

- *Secondary target audience: teenagers and young adults attracted to classic franchises and retro aesthetics.*





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NOTEBOOK + PEN + PIN



About the characters

Disney Princess brings together the most iconic heroines in entertainment: Jasmine, Cinderella, Belle, Rapunzel, Ariel... A combination that allows for covering multiple styles, from fantasy and elegance to more modern and distinctive proposals. Characters with great global notoriety and immediate recognition among consumers of all ages.



Audience

Main target audience: girls, pre-teens, and families attracted by stories of overcoming adversity, adventure, and aspirational characters. A strong connection with teenagers and young adults thanks to the rise of princesses and the most fashionable collections.

> High emotional and multigenerational component, driven by decades of Disney history.





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CALLIGRAPHY SET

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Artículo: 2700002650



PREMIUM PEN + PIN + BOOKMARK

Artículo: 2700002804



PREMIUM PEN + PIN + BOOKMARK

Artículo: 2700002590

Disney · PIXAR



About the character

Pixar brings together some of the most successful and beloved family franchises in entertainment, such as Toy Story, Cars, Monsters, Inc., Finding Nemo, The Incredibles, Inside Out, and Coco. Stories that combine emotion, humor, and universal values, creating a unique connection with children and adults.

A constantly evolving universe thanks to new releases and sequels that maintain the brand's relevance generation after generation.

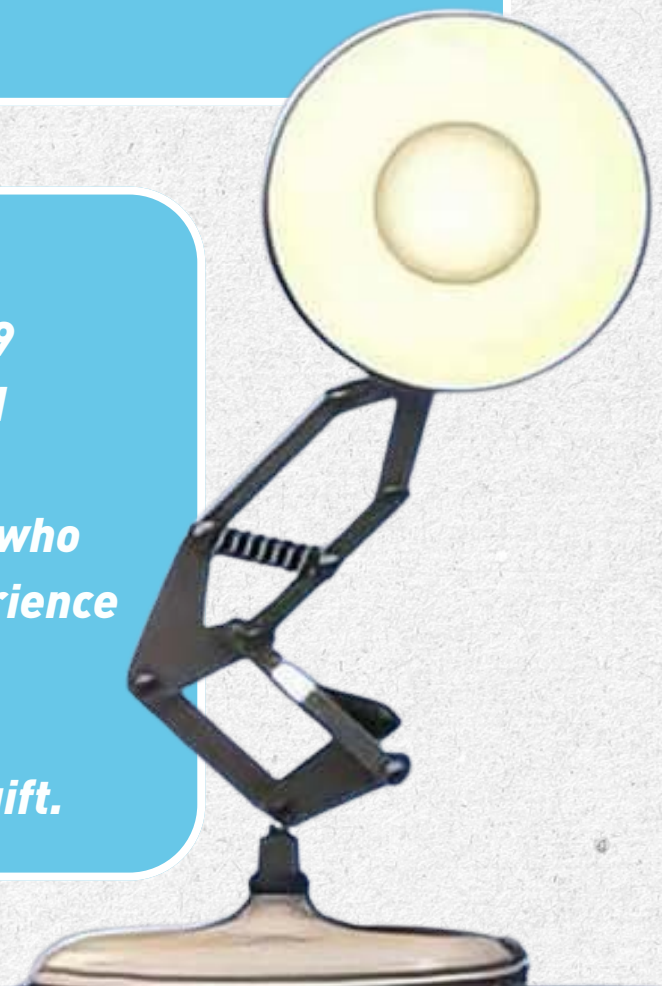


Audience

Main target audience: children and families (4-99 years old) attracted by endearing characters and exciting adventures.

- *A strong connection with parents and adults who grew up with Pixar films and share the experience with their children or relatives.*

> Broad target audience, with great appeal as a gift.





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MASTERS OF THE UNIVERSE



About the character

Masters of the Universe is one of Mattel's most iconic franchises, created in 1982 and starring He-Man and Skeletor.

- *An epic fantasy universe that combines heroes, magic, adventure, and action, with a strong nostalgic component.*

Recently reinforced with the release of the new live-action film Masters of the Universe (2026).

Excellent fit for collectibles, fashion, accessories, gaming and lifestyle products.



Audience

Main target audience: adults (30-50 years old) who grew up with the license and maintain a strong emotional connection with the brand.

Secondary target audience: children, teenagers, and young adults attracted to fantasy, adventure, and heroic universes.





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STAR WARS™



Character info

Star Wars is one of the world's most iconic and recognized franchises, with 50 years of history and enormous brand value.

- It brings together some of the most iconic characters in entertainment, such as Darth Vader, Stormtroopers, Yoda, R2-D2, the Mandalorian, and Grogu.*

A constantly evolving universe thanks to films, series, video games, and experiences that keep the connection alive with new generations. Star Wars: Starfighter: The new film directed by Shawn Levy and starring Ryan Gosling will arrive in theaters on May 28, 2027.

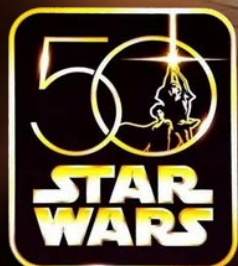


Audience

Main target audience: children, teenagers and adults (6-60 years old) who are fans of adventure, science fiction and pop culture.

A strong connection with adults who grew up with the saga, generating a significant nostalgic and intergenerational component.

One of the most loyal and active fan communities in the entertainment market.





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MARVEL STUDIOS *the Fantastic* 4



About the characters

The Fantastic Four first appeared in the comic book Fantastic Four #1, published in November 1961.

They are considered Marvel's first major superhero family and the starting point of the modern Marvel Universe.

It combines adventure, science, exploration, and teamwork, setting it apart from the rest of the Marvel heroes.

Featuring highly recognizable characters: Mr. Fantastic, Invisible Woman, Human Torch, and The Thing.



Audience

- *Main target audience: teenagers and young adults (14-35 years old) who are fans of Marvel and superheroes.*

Appealing to both young consumers and long-time comic book fans.

> Family audience that values stories of adventure, cooperation, and discovery.



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Disney

VILLAINS



About the characters

Disney Villains brings together some of Disney's most iconic and recognizable characters, such as Maleficent, Ursula, Cruella de Vil, the Evil Queen, Jafar, and Scar.

A distinctive proposal that combines style, power, personality, and a bolder aesthetic within the Disney universe.

The franchise has evolved beyond its children's audience to become a fashion, lifestyle, and pop culture phenomenon.



Audience

Main target audience: teenagers and young adults (12-35 years old) attracted to characters with strong personalities, their own style, and a more sophisticated approach.

- *A strong connection with Disney consumers who are looking for a more modern and fashionable alternative to traditional princesses.*

An audience driven by self-expression, trends, and the iconic value of the characters.





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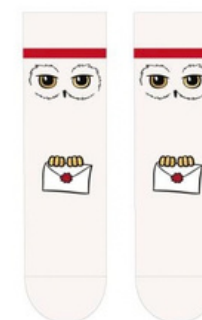
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SUPERMAN



About the character

Superman is the original superhero and one of the most recognized characters in entertainment history, with over 85 years of legacy.

- *A universal icon associated with values such as hope, courage, justice, and personal growth.*

The property is experiencing a surge in popularity thanks to the new cinematic phase of DC Studios.

Its iconic "S" shield is one of the most recognizable symbols in the world.



Audience

Main target audience: children, teenagers and adults (6-50 years old) who are fans of superheroes, action and adventure.

Strong connection with adults who grew up with the character's comics, movies, and TV series.

A multigenerational audience driven by nostalgia, fandom, and the historical value of the brand.





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GREMLINS



About the character

Gremlins is a cult franchise that combines humor, adventure, and fantasy with a strong nostalgic component.

Gizmo is one of the most recognizable and beloved characters in 1980s pop culture.

A brand with great emotional value and high awareness among adult consumers.



Audience

Main target audience: young adults and adults (25-45 years old) who grew up with the franchise and are looking for products linked to nostalgia and pop culture.

- *Secondary target audience: teenagers and young adults attracted to iconic characters and retro trends.*





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MARVEL AVENGERS DOOMSDAY



About the character

Marvel's next major cinematic event, premiering on December 18, will boost the visibility of the Avengers and key characters in the Marvel universe.

- *It brings together some of the franchise's most popular heroes, generating excitement among longtime fans and new generations.*
- *One of the most powerful properties in global entertainment, with a huge presence in film, streaming, gaming, and licensing.*



Audience

Main target audience: teenagers and young adults (14-35 years old) who are fans of Marvel and superheroes.

- *A very broad and diverse audience thanks to the global recognition of The Avengers.*

> Especially appealing to fans of action, collecting, gaming, and pop culture. > High purchase potential for everyday use, as a gift, and as a collectible item.



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