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NEW ZEALAND BESTSELLING ART BRAND LONELY DOG AND UK'S ECELL GLOBAL LAUNCH A COLLECTION OF PHONE AND TABLET CASES ONLINE.

LONDON, ENGLAND -- September 7, 2017 – Following on their puzzles' license earlier this year, New Zealand's best selling art brand Lonely Dog and Ecell Global Ltd, global online retailer and manufacturer of consumer electronics, have agreed on a licensing deal to bring to life Lonely Dog in a collection of phone and tablet cases through Ecell's Head Case Designs platform.

The agreement was facilitated by Intelligent Brand Extension, a unique brand development and strategy firm based in NYC representing Lonely Dog globally across all categories.

"Lonely Dog's creative imagery and storytelling strikes a chord with anyone with an imagination," said Tatiana J. Whytelord, founder and president of Intelligent Brand Extension. "We are thrilled to be working with Ecell Global to make Lonely Dog part of everyone's everyday life."

Head Case Designs launched 25 different Lonely Dog designs for phone cases, wallet cases and tablet cases available online on Head Case Designs' site as well as on eBay and Amazon.

"Lonely Dog is an unconventional character brand which appeals to a primarily adult audience--those that have been around the tracks and witnessed what life throws our way," Lonely Dog's creator, artist Ivan Clarke says. "Through my paintings I have discovered another world and the characters that live there. I'm committed to unfolding this world for everyone to see, because when you've been to Alveridge you never want to come back."

For more information, please visit www.LonelyDog.com

About Lonely Dog

Created by New Zealand artist Ivan Clarke, Lonely Dog art collection has generated more than \$25 million in sales over the past ten years in publications alone. About 7,000 giclee prints, drawings, sculptures, and collectors' books have been sold to enthusiasts from all over the globe. The whimsical world of Lonely Dog was also brought to life in a novel: Alveridgea and the Legend of the Lonely Dog, which sold out its first run. More than a million visitors from 40 countries around the world have viewed the Lonely Dog Legacy Collection of original art, at Ivan's gallery in Queenstown or through exhibits at other galleries around the world. Lonely Dog is here to stay for future generations.

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About Intelligent Brand Extension

Founded by globally recognized branding and intellectual property law expert Tatiana J. Whytelord in 2006, Intelligent Brand Extension (IBE) is a unique brand development and strategy firm that combines legal, business, marketing and licensing services for existing and emerging brands, start ups and entrepreneurs. Headquartered in New York City and servicing U.S. and international clients, IBE provides comprehensive problem solving, global presence and senior expertise specializing in consumer goods, fashion, art & social brands, hospitality, entertainment, wine and spirits.

For more information, visit IBE at www.ibrandx.com

