

MODA Entertainment Signs New Client Iconic Performer Eartha Kitt

By PublicityBox - A MODA Entertainment Company

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Licensebox, a wholly owned subsidiary of Moda Entertainment has signed an agreement to represent the name and likeness of Eartha Kitt for merchandising and licensing worldwide.

New York, NY — The Estate of Eartha Kitt has entered into an agreement with Licensebox, a wholly owned subsidiary of Moda Entertainment for merchandising and licensing the name and likeness of the legendary icon in all categories worldwide, it was announced today by Kitt Shapiro, daughter of the late performer and Richard Zampella, CEO, of Moda Entertainment.

Said Shapiro, "I know that my mother would be pleased that her likeness and legacy will remain in the eyes and heart of her fans worldwide. By entering into this agreement with Moda, I am confident that her image will be protected and positioned with dignity and respect."

"We are thrilled to have been granted representation of a special and unique lady – Eartha Kitt, who continues to delight a new generation of fans with her music" said Richard Zampella, CEO, MODA Entertainment. "We look forward to further developing what is already a strong name."

Eartha Kitt, one of the world's most distinctive performers, purred and pounced her way into the hearts of millions to become an international symbol of elegance and sensuality. She is only one of a handful of performers ever honored with three nominations and two Emmy awards, three Tony nominations and two Grammy nominations in a career that spanned six decades.

Orson Welles's called her "the most exciting woman in the world" after he cast her in his production of Faust. Her unique style and feline qualities made her synonymous with her role as 'Catwoman' in the 1960's television series, Batman, and her version of the Christmas classic 'Santa Baby' can be heard around the world during the holiday season.

Ms. Kitt's honesty and independence came to the forefront in 1968 when she spoke out against the Vietnam war at a White House luncheon with Lady Bird Johnson. Her unapologetic anti-war opinions found Ms. Kitt criticized in certain quarters and embraced in others. Never sentimental, Ms. Kitt continually said that she shared her opinion because she was asked and would do so again regardless of the consequences.

In 1978, Miss Kitt returned to Broadway and received her second Tony nomination for her electrifying performance in Timbuktu. In 2000, she mesmerized audiences again and received her third Tony nomination for her incendiary performance in The Wild Party.

She continued to perform until shortly before her death in 2008, mesmerizing audiences of all ages with her many symphony concerts and recordings. Young people came to know her for her role in the Disney film 'Holes' and she won Emmy Awards in 2007 and 2008 (Outstanding Performer in an Animated Program) as the deliciously evil sorceress Yzma on ABC's Emperor's New School. Fans first met Yzma in the 2001 movie Emperor's New Groove (the forerunner to the series) and heard her on the soundtrack that she recorded with Sting. Also in 2008, Miss Kitt released a DVD of her thrilling performance at Great Britain's Cheltenham Jazz Festival. Her final interview History Makers Presents: An Evening with Eartha Kitt was conducted by journalist Gwen Ifill in September and has aired on PBS stations nationwide in 2009.

The legendary performer died Christmas Day, 2008.

ABOUT LICENSEBOX:

LICENSEBOX a subsidiary of MODA Entertainment, Inc. is a broad-based merchandising and licensing company, which has a particularly strong presence in the Classic Hollywood and Golden Age of Hollywood sectors of the entertainment market. Key clients in this category include Duke Ellington, Greta Garbo, Edward G. Robinson, Marlene Dietrich, William Holden, Ida Lupino, George Raft, Loretta Young, Dexter Gordon, amongst others.

ABOUT MODA ENTERTAINMENT:

MODA Entertainment, Inc., headquartered in New York City, is a full service multi-media entertainment company involved in development, production, packaging, marketing, distributing, licensing in all on and offline media. MODA Entertainment's fully owned subsidiaries include MODA Productions, MODA Publishing, LICENSEBOX, PUBLICITYBOX and ICONS.

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Since its inception in 1997, MODA Entertainment has maintained the unique and singular vision to keep the legacy of Classic Hollywood alive and flourishing. MODA subsidiaries consist of Production, Publishing, Licensing and Public Relations.

Category	Entertainment, Marketing, Music
Tags	moda entertainment, eartha kitt, licensebox, licensing, performer, actress, batman
Email	Click to email author
Phone	212-873-3324
Address	1285 Avenue of the Americas 35th Floor
City/Town	New York
State/Province	New York
Zip	10019
Country	United States