



ITV Studios Latest News LICENSE GLOBAL

[ITV Studios](#) has announced a new licensing partnership with Core Home for a new “Love Island”-themed home and travel collection, set to launch in the U.S. and Canada later this year.

The collection will feature hydration products, glassware, barware and travel accessories inspired by the “Love Island” signature aesthetic.

The licensing deal was brokered by Richard Oren, president, Brand Equity Solutions, on behalf of ITV Studios, and Orchard Street Ventures on behalf of Core Home.

“‘Love Island’ continues to grow as a cultural phenomenon, captivating audiences worldwide,” says Christina Lima, vice president, brand licensing, ITV Studios. “Last summer’s Season 6 in the U.S. saw record-breaking engagement, and we expect the upcoming season to be even bigger. With Core Home developing on-brand, high-quality products, we’re thrilled to offer fans new ways to bring the ‘Love Island’ experience into their everyday lives.”

"We're very excited to join the 'Love Island' family," says Alan Bram, president, Core Home. "The show's vibrant aesthetic and devoted fanbase make this a perfect partnership. Our designers, who are fans themselves, have poured their passion into this collection to ensure it captures the essence of 'Love Island.'"

Since its U.K. debut in 2015, "Love Island" has expanded into multiple international markets, including the U.S., Australia and key European territories, driving strong consumer demand for lifestyle products. The new "Love Island" x Core Home collection will be available in retail stores and online later in 2025.

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The announcement comes ahead of the Season 7 premiere of "Love Island USA," which returns to Peacock this summer.