

Octonauts™ Announces Two New Licensing Partnerships for Children's Apparel



New York City, New York Aug 28, 2026 ([IssueWire.com](https://www.issuewire.com)) - Octonauts™ is pleased to announce two new licensing partnerships with **Bentex Group Inc.** and **Handcraft Manufacturing Corp.**, expanding the beloved franchise into children's apparel for Spring 2027.

For 20 years, children and families around the world have joined the Octonauts™ on exciting undersea adventures. Now, favorite characters including Captain Barnacles, along with the franchise's iconic sea-exploring vehicles and colorful underwater world, will come to life across an extensive range of apparel and accessories.

Captain Barnacles himself was involved in the selection of these new licensing partners, recognizing the longstanding family heritage, experience, and strong reputations of both companies.

Bentex Group Inc.

Bentex Group Inc. is partnering to launch Octonauts™ children's apparel. The product line will span everyday apparel, outerwear, swimwear, socks, and seasonal accessories. The offerings will be available in-store and across their expansive direct-to-consumer network.

About Bentex Group Inc.

For over 80 years, Bentex has built its reputation on innovative products, outstanding quality, and exceptional customer service. As the nation's leading supplier of children's licensed character apparel, The Bentex Group serves every major retail channel and consumer demographic through its family of market-leading companies: Bentex, H.I.S. International, Dreamwave, One Design Home, and Greenberry.

Handcraft Manufacturing Corp.

Handcraft Manufacturing Corp. will bring Octonauts™ to children's underwear, offering products in **sizes 2T through 16**. The collection will include briefs, boxer briefs, panties, hipsters, boxers, training pants, tank sets, shirt sets, and more.

About Handcraft Manufacturing Corp.

Founded in 1946, Handcraft has grown from a small handkerchief company into a leading provider of children's character underwear, with a broad portfolio spanning baby, toddler, kids, ladies', and men's apparel and accessories.

About Octonauts™

Originally based on the children's books created by Meomi, *Octonauts* premiered as an animated television series in 2010 and has since grown into a global franchise encompassing multiple seasons, specials, films, and spin-off series.

The franchise follows a team of underwater adventurers who explore the world's oceans while helping creatures in need through teamwork, courage, and discovery.

In 2026, Wanda Studios fully acquired Vampire Squid Productions (VSP), the sole global rights holder of the Octonauts™ franchise. Moving forward, VSP will continue expanding the brand through global licensing, consumer products, and new entertainment offerings for audiences around the world.

Octonauts™

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Source : Vampire Squid Productions - Wanda Studios

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