



THE NOBLE COLLECTION AND WARNER BROS. DISCOVERY GLOBAL CONSUMER PRODUCTS EXPAND GLOBAL HARRY POTTER PARTNERSHIP

The Noble Collection Secures HBO Original Harry Potter Series Rights,
Renews Harry Potter Film License and Extends Its Wider
Warner Bros. Discovery Portfolio

RESTON, VA (April 27, 2026) — The Noble Collection, a leading manufacturer, distributor, and retailer of premium collectibles and licensed products in partnership with Warner Bros. Discovery Global Consumer Products (WBDGCP), today announced a global, multi-year agreement with Warner Bros. Discovery Global Consumer Products to renew and significantly expand its licensing partnership. At the heart of the announcement is The Noble Collection's *Harry Potter* relationship — spanning more than two decades — with the renewal of its *Harry Potter* film license and the addition of new rights for the highly anticipated HBO Original HARRY POTTER series, set to debut this Christmas. The broader agreement also confirms the renewal of The Noble Collection's existing licenses with WBDGCP, further cementing The Noble Collection as a trusted global licensing partner.

Two Decades Strong: Continuing the *Harry Potter* Film Legacy

Since becoming a *Harry Potter* licensee in 2004, The Noble Collection has built a reputation for bringing the wizarding world to life through premium, collector-quality products. Perhaps best known for their iconic wand replicas, the company has spent two decades earning the trust of collectors and devoted *Harry Potter* enthusiasts around the world. Under the renewed global agreement, The Noble Collection will continue to create and expand its celebrated range of *Harry Potter* film-inspired products, including those signature wand replicas alongside a full suite of collector-targeted items: sculptures, jewellery, stationery, home décor, and gifts. With distribution reaching retailers across North America, Europe, and beyond, The Noble Collection will introduce exciting new additions to this line in the coming years, upholding the premium quality and attention to detail that collectors worldwide have come to expect.

Expanding into the new HBO Original HARRY POTTER Series

In addition to the film renewal, The Noble Collection has secured global licensing rights for the new HBO Original *Harry Potter* series, premiering Christmas 2026. Within its category expertise, the agreement positions The Noble Collection as the destination for

collector-focused *Harry Potter* series merchandise worldwide, covering prop replicas, collector plush, chess sets, jewellery, stationery, and more. Kicking off the new product lineup will be The Noble Collection's world-renowned wand replicas. Each wand will accurately reflect the new character designs and styling introduced in the HBO Original series, giving both longtime collectors and a new generation of fans something to treasure. Products will be available to retailers around the globe, ensuring that fans everywhere can experience the new series through The Noble Collection's signature craftsmanship.

A Deeper Partnership: Renewing a World-Class Portfolio

Beyond *Harry Potter*, today's announcement also confirms the renewal of The Noble Collection's licensing portfolio with WBDGCP, including franchises like *Lord of the Rings*, *DC*, and more. This ensures that The Noble Collection will continue bringing its signature craftsmanship to fans of Middle-Earth and the DC Universe, with premium prop replicas and collector-targeted merchandise available to retailers worldwide. Taken together, this sweeping, multi-franchise, global deal underscores the depth of trust WBDGCP has placed in The Noble Collection as a premier partner in collectibles.

*"The Noble Collection has been an exceptional partner in bringing the Harry Potter universe to life for fans around the world for more than two decades," said **Robert Oberschelp, President, Warner Bros. Discovery Global Consumer Products**, "As we usher in a new era of Harry Potter with the upcoming HBO Original series, we're proud to expand this longstanding relationship. Their unmatched craftsmanship, attention to detail, and deep understanding of what collectors value make The Noble Collection an ideal partner to translate both the legacy of the films and the excitement of the new series into truly special products for fans globally."*

*"Harry Potter has been a key brand in The Noble Collection's portfolio for over twenty years, and expanding this global partnership by including the HBO Original series is a testament to the strength of that relationship and our commitment to the franchise," said **Julian Montoya, President at The Noble Collection**. "Extending our existing licenses means we can continue bringing the same level of craftsmanship to fans of these franchises in every corner of the world."*

ABOUT THE NOBLE COLLECTION

Founded in 1991, The Noble Collection is a leading manufacturer, distributor, and retailer of premium collectibles, toys, and merchandise. The company is known for crafting high-quality, officially licensed products inspired by some of the world's most recognizable films and pop culture franchises, including *Harry Potter*, *Lord of the Rings*, *DC*, *Wicked*, *Minecraft*, *Jurassic Park*, and debuting later this year *Disney*, *Pixar*, *Marvel* and *STAR WARS*. The Noble Collection produces prop-quality collectibles, sculptures, games, puzzles, and jewellery that resonate with collectors, casual consumers, and devoted fans. Headquartered outside of Washington, D.C., products are available online and in-person at the company's [Covent Garden](#) shop in London and at major retailers worldwide.

Stay up to date on upcoming releases and new collections by visiting noblecollection.co.uk and following The Noble Collection UK on [Instagram](#) and [LinkedIn](#).

ABOUT THE WARNER BROS. DISCOVERY GLOBAL CONSUMER PRODUCTS:

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery's Revenue & Strategy division, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

ABOUT THE HARRY POTTER FRANCHISE:

From the moment eleven-year-old Harry Potter met Rubeus Hagrid, Keeper of Keys and Grounds at Hogwarts School of Witchcraft and Wizardry, his adventures have left an indelible mark on popular culture. Today, over 25 years later, the Harry Potter phenomenon thrives as one of the most successful and best-loved entertainment properties in history.

J.K. Rowling's best-selling Harry Potter novels have been brought to life in an ever-evolving, interconnected universe which is loved by millions of fans worldwide. Eight blockbuster Harry Potter films and three epic Fantastic Beasts films bring the spellbinding action to life on screen, *Harry Potter and the Cursed Child* mesmerizes on stage, full-cast and single-voice audiobook productions bring the written words to life, and state-of-the-art video and mobile games from Portkey Games allow players to experience the wizarding world like never before. Fans can proudly showcase their passion through innovative consumer products, and thrill at spectacular location-based experiences - including themed lands at six Universal Destinations and Experiences theme parks around the world.

This expanding portfolio of Warner Bros. Discovery-owned Harry Potter and Fantastic Beasts offerings includes ground-breaking touring experiences and events, each developed to celebrate special moments and locations that fans cherish, as well as Harry Potter Shops in King's Cross, New York, Chicago, Akasaka, and Harajuku. Wizards, Witches and Muggles alike can also discover something new as they explore behind-the-scenes secrets at Warner Bros. Studio Tour London – The Making of Harry Potter and Warner Bros. Studio Tour Tokyo – The Making of Harry Potter.

With a new HBO Original TV series based on the Harry Potter books on the way, this extended world continues to provide the community with fresh and exciting ways to interact. For its global fans, and for generations to come, it invites everyone in to find the magic for themselves.

For the latest Harry Potter and Fantastic Beasts news and features, visit www.harrypotter.com.

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