



**SHERLOCK**  
CORNER

**Sydney, 3<sup>rd</sup> September, 2014:** *Sherlock* merchandise is now available at the *Doctor Who* pop-up shop in Sydney, the first time that officially licensed products for the hit BBC show have been available in Australia, BBC Worldwide Australia & New Zealand has announced.



A range of products including t-shirts, posters and DVDs have arrived at 'Sherlock Corner' at the *Doctor Who* Pop Up Shop, Shop 9.28A World Square Shopping Centre, 644 George St, just in time for Father's Day.

Featuring Sherlock, Watson, the iconic 221B Street address and phrases such as "I'm not a Psychopath...I'm a high functioning Sociopath. Do your research", the products are a first taste of some of the exciting *Sherlock* merchandise set to come to Australian shores later this year.

The *Doctor Who* pop-up shop has proved hugely popular since opening its doors on 7<sup>th</sup> August, with fans flocking to pick up *Doctor Who* DVD's, clothing, homewares, toys, games and gadgets, including TARDIS iPhone 5 covers and umbrellas, limited edition Dalek Coins, as well as aprons and melamine trays for aspiring *Doctor Who* chefs.

The store also features *Doctor Who* products previously unavailable on Australian shores, including exclusive design "Capaldi" polo shirts and apparel from Her Universe, including leggings, TARDIS dresses and t-shirts.

In addition, fans have enjoyed the TARDIS photo booth which enables them to have their photo taken on a choice of backgrounds, to share with friends via social media.

Elie Mansour, BBC Worldwide ANZ's Head of Consumer Products, said: "We're thrilled to be able to offer a range of fantastic *Sherlock* merchandise in addition to the *Doctor Who* products we have available at our special pop-up shop. There's more to come from the *Sherlock* range later this year, so watch this space!"

-Ends-

**Notes to Editors:**

*Shop opening hours*

Open until Wednesday, 17<sup>th</sup> September:

Monday - Friday: 10am - 7pm

Thursday: 10am - 9pm

Saturday: 10am - 7pm

Sunday: 11am - 5pm

**ENDS**

**For more information, please contact:**

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**NOTES TO EDITORS**

**About BBC Worldwide Australia & New Zealand**

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC First, a new premium channel showcasing premiere drama and comedy on the Foxtel platform in Australia, launched on 3 August 2014 and immediately claimed the top three drama ratings across STV for the day. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned [bbc.com](http://bbc.com) news site.

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