



Telling the Stories of Santa's North Pole

CCA and B, LLC d/b/a The Lumistella Company, headquartered in Atlanta, Georgia, is the official source for the stories of Santa's North Pole. Originally founded in 2005 by a mother and daughter team, the company is home to a number of iconic Christmas brands, including: The Elf on the Shelf®, Elf Pets®, and Elf Mates™. Each of these brands, along with their global portfolio of intellectual property, is managed by the company and distributed through a broad assortment of consumer products, engaging immersive experiences and original entertainment-based content which is designed to create joyful family moments at Christmastime.

Our Areas of Focus

The Lumistella Company is dedicated to bringing Santa's North Pole to life for children around the world through consumer products, entertainment-based content and unique branded experiences.



Entertainment

Animated specials, performances and music videos narrate the tales of Santa's North Pole in a variety of mediums and bring to life a whole cast of characters that are sure to delight fans of all ages.



Consumer Products

Books, toys, activities, games and accessories reveal Santa's world through storytelling. The Lumistella Company is home to The Elf on the Shelf®, Elf Pets® and Elf Mates™ brands with related brand extensions.



Brand Experiences

Pop-up shops, photo experiences, virtual gaming and destination activities immerse fans in Santa's North Pole through live and experiential events, as well as sensory-rich, hands-on activities.