



Telling the Stories of Santa's North Pole

CCA and B, LLC d/b/a The Lumistella Company is the official source for the stories of Santa's North Pole. Founded 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 brand experiences and original entertainment, all designed to create joyful family moments at Christmastime.

Our Areas of Focus



Entertainment

Animated specials streaming on Netflix, live performances, and brand entertainment content on YouTube narrate the tales of Santa's North Pole and bring to life a whole cast of characters that are sure to delight fans of all ages.



Consumer Products

With over 22.9 million Scout Elves, Elf Pets® and Elf Mates® adopted from Santa-approved adoption centers in 19 countries, The Lumistella Company delivers Christmas cheer to families all across the world.



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.