

Trend Alert: Brand Partnerships in the Metaverse

Supreme x Pat McGrath

After a very successful lipstick partnership, the popular streetwear brand Supreme has teamed up with British Vogue editor and makeup product guru Pat McGrath for a bold new nail polish line. The line features polishes in Supreme's brand colors of red, white and black.

SEPTEMBER'S GREATEST HITS



Duo Lingo x HBO Max

Duo Lingo, a language learning app known for providing resources to practice grammar, spelling, and pronunciation, has teamed up with HBO to launch a High Valyrian course for Game of Thrones fans to learn the fictional language spoken on the show. In preparation of the Game of Thrones spin off, House of Dragon, users can learn 700 sentences and 150 words in the Valyrian language.



Spotlight: Sam Kaufman

Sam is Regatta's CEO and Founder. He started his career as a talent agent, producer and manager in the jazz industry. In this role he recognized the opportunity to apply the talent agent model to building brand partnerships and kickstarted his own agency specializing in brand partnerships. The Regatta name grew out of Sam's love for sailing. Fun fact: he's been exploring the water and sailing competitively since he was five years old!

