

Why Choosing the Right Partner Matters



Burberry x Minecraft

British fashion house Burberry made a splash into the gaming world this month by partnering with the popular open-world video game Minecraft. The collaboration features Burberry's very own in-game adventure within Minecraft called "Burberry: Freedom to Go Beyond", in which players can explore a world filled with the fashion brand's signature Nova Check prints. In addition to the digital side of the deal, the two companies teamed up on a clothing capsule collection, which launched in select stores in North America and Japan at the beginning of November.

What Is A Partnership?

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N: An association. Two or more parties working toward a common goal.

Partnerships allow brands to connect with people on a deeper, more emotional level, authentically joining a conversation that is already in progress.



Palace x Gucci

Continuing along a string of collaborations which has included the likes of The North Face, Balenciaga, and Adidas, Gucci has now teamed up with British streetwear mainstay Palace. Having launched on Gucci's "Vault" online store at the end of October, the collection spans the whole wardrobe: from t-shirts to skirt suits to shoes. Many designs feature a bold marriage of the two brands' storied iconography; a concept best demonstrated by a shoulder bag featuring Gucci's unmistakable red and green striped pattern on the strap, leading down to a handbag designed to match the shape of Palace's classic triangle logo.

