



# FEBRUARY

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[New Blog Post: Why Marketing Partnerships are More Effective than Super Bowl Advertising for Reaching Young Consumers](#)



## Jimmy Choo x Sailor Moon

To celebrate the 30th anniversary of the manga series, Sailor Moon, Jimmy Choo has partnered with them to release a collection of glossy shoes and blinged accessories for Sailor Moon fans. Brand Strategist, Martin Rolls, even said the design itself effectively incorporates the spirit of Jimmy Choo and Sailor Moon together.



## Valentino x UNXD

Valentino, an iconic luxury maison, will be entering Metaverse through a partnership with UNXD, a curated marketplace for digital luxury and culture. They will bring to Web3 curated community experiences through virtual fashion and physical craftsmanship. This will be Valentino's first big step into the Metaverse.



## Cardi B and Offset x McDonald's

Cardi B and Offset collaborated with McDonald's for not just the Super Bowl LVII Commercial, they have also come together to bring a meal released on Valentine's day along with a line of merch. You can now enjoy the couple's signature meal while wearing a piece of this collaboration.