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NEW BLOG POST: [The Power of Connection: How Brands Can Become Interconnected Partners With Their Own Employees](#)



### Pokemon Go x Kung Fu Tea

Kung Fu Tea, an industry expert in boba tea drinks, has partnered with Pokemon GO in shops across the US and Canada. Pokemon Go players will be greeted with limited-time themed cups and exclusive discounts for Pokemon GO trainers. This partnership will be an opportunity to stop into a Kung Fu Tea shop to refuel and "catch them all" in one shot.



### Barbie x Kitsch

The fashion icon Barbie launches a sunny lineup of beauty accessories with Kitsch. Ranging from logo claw clips and sparkly pink scrunchies to the Barbie satin pillow case and the satin heatless curling sets. The collaboration between the two brands is inspiring their consumers to create a fabulous look for the summertime that makes you feel confident and beautiful.



### MLB x CASETiFY

Right in time for summer, the MLB has partnered with CASETiFY to create this summer's MLB x CASETiFY collection. The collection represents more than just a sports league or team, but is an expression of the consumer's personal style, identity, and team spirit with these trendy designs.