



# SEPTEMBER

SEPTEMBER 2023 | EDITION 15



**NEW BLOG POST:** [The Gift of Rebranding: A Catalyst For Marketing Partnerships](#)



## **Rhode x Krispy Kreme**

Rhode collaborates strategically with Krispy Kreme to introduce the Strawberry Glaze Peptide Lip Treatment, seamlessly merging a sweet pastry with skincare. The treatment, enriched with peptides and natural extracts, offers effective lip hydration and rejuvenation, complemented by the antioxidants of strawberries. This authentic partnership enhances both product's allure and positions them for resounding success in the market.



## **Kellogg's Eggo x Sugarlands Distilling Co.**

Kellogg's Eggo and Sugarlands Distilling Co. have collaborated on "Brunch in a Jar," a distinctive product merging Eggo's waffle essence with Sugarlands' craft whiskey to create a flavored spirit reminiscent of a brunch feast. This innovative concoction captures the flavors of maple syrup and waffles, offering consumers a unique drinking experience that embodies the essence of a delightful brunch.



## **Palace x McDonald's**

Palace and McDonald's have collaborated to produce a limited-edition collection that fuses streetwear and fast food, featuring clothing and accessories adorned with both brands' iconic imagery. This partnership highlights the convergence of two influential entities, providing fans with a distinct range of products that celebrate their combined cultural significance.