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**Scoops of Style and Artistic Flair:
The Sweet Success of Brand
Collaborations**



BLANCPAIN X SWATCH

Swatch's collaboration with Blancpain for the \$400 plastic Fifty Fathoms watch drew crowds akin to the MoonSwatch frenzy, selling over a million units last year. Unlike the chaotic MoonSwatch launch, the recent release showcased improved organization and tighter security measures, with queues forming in major cities. The Blancpain Fifty Fathoms, the inspiration behind this collaboration, dates back to 1953 and was famously worn by Jacques Cousteau.



VEJA X REFORMATION

Emphasizing durability and versatility, this collaboration focuses on transcending seasons, offering styles suitable for various outfits. Harper's Bazaar fashion editors, having tested the sneakers early, affirm their value, deeming them a worthy addition to any fall wardrobe.



HEINZ X ABSOLUT

Heinz surprise pasta sauce collaboration involving Absolut Vodka, inspired by Gigi Hadid's viral TikTok making penne alla vodka. The sauces gained massive social media attention, yielding 500 million impressions and rapid sell-outs. Sales spiked by 52%, securing a notable market share in Waitrose within months. This innovative move not only captures trending flavors but sets a new standard for Heinz, hinting at global expansion and challenging their innovative edge.

