



JANUARY

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### Make or Break: A Cautionary Tale from Adidas and Kanye West



### Blancpain x Swatch

Blancpain is collaborating with Swatch to create a playful and unexpected version of its iconic Fifty Fathoms scuba diving watch, designed 70 years ago. This collection features five Bioceramic Scuba Fifty Fathoms models celebrating the oceans that Blancpain is so deeply committed to preserving and safeguarding. Together, the brands are diving into the five oceans of the blue planet.



### Sony x Honda

The Japanese tech company, Sony, unveiled its long-awaited AFEELA project in partnership with Honda in the recent CES 2024 press conference. Spectacularly hitting the stage, the concept car was surprisingly operated with a Sony PlayStation 5 controller. The tech elements are in collaboration with Microsoft running Azure OpenAI as a "conversational personal agent."



### Coperni x Puma

The Parisian ready-to-wear brand, Coperni are stepping into the collaborative sector by joining Puma for a football-inspired sneaker that promotes their scientific background and modernist outlook on fashion. This collaboration pushes boundaries by exploring untapped realms that ignite a new age of football. Brutalist architecture inspires the low-slung design, forming a hybrid 90SQR silhouette that goes from city to pitch in a flash.