

PARTNERSHIP PARLAY

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Scentbird and OKCupid: A Match Made in Fragrance Heaven!

Scentbird and OkCupid have teamed up to explore how fragrance impacts attraction. Their collaboration, featuring the "Sexy Scent Study," offers personalized fragrance recommendations to enhance dating. By merging OkCupid's data-driven approach with Scentbird's fragrance expertise, the partnership creates a unique way for singles to connect through scent.

NEWS ♥ ♥



Cinnamon Toast Crunch x Totino's

General Mills and Totino's are launching a bold, limited-edition pizza-flavored cereal, blending the savory taste of Totino's Pizza Rolls with the sweetness of Cinnamon Toast Crunch. This unique mashup won't hit stores—it's only available through a sweepstakes that started on January 28.



Scentbird X OkCupid

Scentbird and OkCupid's Sexy Scent Study finds floral scents sexiest on women and woody on men. With 73% attracted to scent and 57% making a move because of it, fragrance plays a key role in attraction and chemistry.



Kendrick Lamar x Willy Chavarria

Kendrick Lamar and designer Willy Chavarria have teamed up for a Super Bowl LIX capsule collection, featuring pgLang-designed apparel with Chavarria's signature aesthetic. The exclusive collection, will be available at Fanatics and the NFL Shop for a limited time.