

# PARTNERSHIP PARLAY



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Check out our new blog today. Adidas' collaboration with Bad Bunny exemplifies how celebrity partnerships can merge music and fashion, creating exclusive sneaker collections that resonate with fans and fuel trends. However, as seen in Adidas' turbulent partnership with Kanye West, these collaborations also carry risks.

## NEWS



### McDonald's x Krispy Kreme

Krispy Kreme doughnuts are now available at all McDonald's locations in New York as part of a nationwide expansion. By the end of the year, more than half of all McDonald's restaurants in the U.S. will serve the popular treats.



### Squishmallow x Taylor Swift and Travis Kelce

Squishmallows is launching Chew Mees, a new line of pet toys with soft, marshmallow-like exteriors designed as adorable characters. The debut collection includes a two-pack featuring Bobbie Jo and Tate, with Tate donning a red 13 jersey in a nod to Taylor Swift and Travis Kelce.



### Taco Bell x Milk Bar

Taco Bell and Milk Bar are teaming up to launch new Milk Bar Birthday Cake Churros, a sweet twist on a classic treat filled with birthday cake frosting and topped with pink confetti sprinkles. Available nationwide for a limited time starting Thursday.