

# PARTNERSHIP PARLAY

JUNE 2025

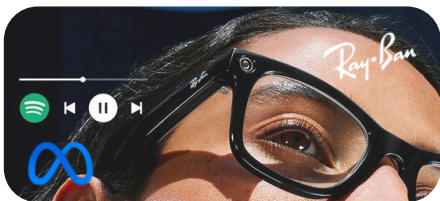
EDITION 30



## Red Bull's Blueprint: Authentic Partnerships That Build Loyalty

Red Bull redefined brand marketing by going beyond sponsorships to build a global cultural movement. Through authentic partnerships, creator empowerment, and iconic events like Rampage and BC One, the brand shows how trust, purpose, and participation drive impact. Our latest blog explores how Red Bull redefined marketing by showing up, not showing off—and how your brand can do the same.

## NEWS



### Meta x Ray-Ban

Meta and Ray-Ban have expanded their smart glasses partnership with a global campaign showcasing new AI-powered features like real-time translation and object recognition. The updated designs, including the stylish "Skyler" frames, blend fashion with function and are now available in new international markets.



### Uniqlo x Studio Ghibli

Uniqlo's latest collaboration with Studio Ghibli brings beloved characters from films like Totoro and Spirited Away into a playful clothing collection. The line includes graphic tees, accessories, and kidswear, tapping into nostalgia and Gen Z fandom.



### Fenty Beauty x New York Liberty

Fenty Beauty and Fenty Skin partnered with the WNBA's New York Liberty in their first official team sponsorship. The collaboration features branded gear, in-arena activations, and exclusive drops, highlighting shared values of empowerment and authenticity. It also reflects the growing influence of fashion and beauty in women's sports.