

# PARTNERSHIP PARLAY

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EDITION 33



**Andie Swim x Hyatt Vivid x  
Scentbird**

Scentbird joined forces with Andie Swim and Hyatt Vivid Playa del Carmen to host a summer creator trip blending fragrance, swimwear, and resort living. The collaboration transformed a vacation into a content engine, producing authentic storytelling across blogs, social media, and digital platforms while inspiring consumers to curate their own “vacation fragrance wardrobe.”

## NEWS



### **Fortnite X Kai Cenat**

Fortnite’s latest partnership brings Twitch star Kai Cenat into the Icon Series, complete with a custom skin, emotes, and his pet hamster. Announced live during Mafiathon 3, the collab shows how gaming brands are leveraging creator partnerships to drive both cultural buzz and in-game engagement.



### **Aston Martin x Glenfiddich**

At Monterey Car Week, Aston Martin and Glenfiddich announced a global partnership that pairs luxury automobiles with heritage whisky. This collaboration blends two prestige brands into one narrative, highlighting how partnerships can amplify tradition, lifestyle, and aspiration.



### **Stanley 1913 x Caitlin Clark**

Stanley 1913 struck a multi-year partnership with basketball phenom Caitlin Clark, launching a co branded collection of performance hydration gear. By aligning with Clark’s influence, the brand expands its cultural relevance and proves the power of athlete-driven partnerships.