

PARTNERSHIP PARLAY



OCTOBER 2025

EDITION 34

Marvel Zombies x Drift



Drift and Scentbird teamed up with Marvel Zombies for a limited-edition Zombie Survival Kit — a three-piece bundle featuring a Drift Stone Car Freshener in Teak, an Open Road cologne travel spray, and a travel bag. Inspired by the new Marvel Animation four-part event on Disney+, the set invites fans to “prepare for a fragrance to die for” while staying fresh on their next adventure.

NEWS



Fanta x Universal Pictures and Blumhouse

Fanta tapped into Halloween with limited-edition cans featuring horror icons like Chucky, Freddy Fazbear, and M3gan. The drop also introduced a new flavor, Chucky's Punch, along with QR codes on the packaging that unlock extra content. A playful mix of fright and flavor, this collab brings spooky season straight to the soda aisle.



NYX x Wednesday

NYX partnered with Netflix's Wednesday for a Halloween-ready makeup drop that's equal parts eerie and glam. The collection includes color-shifting lip oils, stained-glass blush and contour palettes, and the Nevermore Academy eyeshadow set, all wrapped in gothic-inspired packaging. This collab blends beauty and seasonal style for the ultimate spooky-season look.



Scrub Daddy x Spirit Halloween

Scrub Daddy and Spirit Halloween collabed on a Scrub Mommy Special Edition Creepy Clown Sponge and even launched Scrub Daddy costumes in stores, letting fans bring the brand's playful energy from the sink to spooky season.