



# PARTNERSHIP PARLAY



NOVEMBER 2025

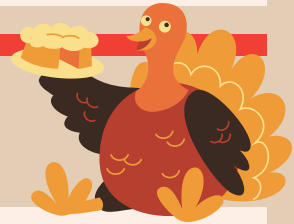
EDITION 35

**strawberry shortcake x  
Scentbird: NYCC**



Scentbird and Strawberry Shortcake took over NYCC with a fragrance collection that brought retro charm to the modern stage. The collection featured limited-edition scents inspired by the beloved character's world of berries and friendship, capturing the essence of childhood memories through modern fragrance storytelling. They turned the Javits Center into a sensory playground for fans of all ages.

## NEWS



### Hello Kitty x Starbucks

Starbucks and Hello Kitty tapped into nostalgia and fandom this holiday season with a co-branded collaboration. Weaving together beloved characters and seasonal design, they turned everyday runs into collectible moments. The collection launched November 6<sup>th</sup>, complete with themed drinkware, treats, and merch adorably styled for the season.



### MoMA x Mattel Collection Part 1

Mattel and MoMA turn the art world on its head with a multi-year partnership that blurred the lines between play with prestige. The collaboration brought MoMA's iconic modern art sensibilities into Mattel Collectibles, reimagining classics like Barbie and Hot Wheels in a new avant-garde aesthetic.



### Puma x Wicked

Puma followed the yellow brick road as they stepped into the world of Oz with their new Wicked Speedcat collection. Inspired by the characters on set, the drop reimaged iconic colorways in shimmering pinks and deep greens. The three piece lineup proved that storytelling can be turned into a tangible experience by merging cinema magic with modern streetwear.

