

PARTNERSHIP PARLAY

FEBRUARY 2026

EDITION 38



Marvel’s Wonder Man teamed up with Scentbird to turn character storytelling into something personal. The collaboration invites people to explore a small fragrance bundle, reflecting how confidence and identity shift depending on the moment. By using scent as a form of self-expression, the partnership brings the story off-screen and into real life in a way that feels relatable and simple to engage with.

NEWS



Outlander x Drift Goods

STARZ’s Outlander partnered with Drift Goods to translate the show’s world into scent, creating a limited-edition Home Collection inspired by its landscapes, romance, and time-travel storytelling. Drift transforms fandom into an immersive, sensory experience that extends beyond the screen.



e.l.f x Liquid Death

Beauty and beverage collide in a collection of six flavored lip balms inspired by Liquid Death’s signature drinks. The campaign also brings back the collaboration’s mascot, reinforcing the brand’s shared focus on bold creativity and cultural relevance.



Disney x OpenAi Sora

Disney partnered with OpenAI to bring its characters and stories to Sora, a short form generative video platform. This partnership turns classic Disney IP into an interactive, AI-powered experience. It opens the door to a new era of fan-driven storytelling.