



PARTNERSHIP PARLAY



MARCH 2026

EDITION 39



For the final season of Outlander, the series partnered with Drift and Scentbird to create an immersive scent experience inspired by the show's landscapes and characters. Through curated fragrance collections and a home scent bundle, the collaboration brings the atmosphere of the series into fans' homes, extending the viewing experience beyond the screen.

NEWS



Baked by Melissa x Essie

This sweet beauty collab brings dessert-inspired color to your manicure. Baked by Melissa partnered with Essie on a playful nail polish collection inspired by the brand's signature bite-size cupcakes. The limited-edition shades feature frosting-worthy colors that celebrate self-expression making it the perfect mix of beauty and dessert culture.



Jimmy Dean x Stagecoach Country Music Festival

Jimmy Dean is bringing protein-packed breakfast to the desert as the official breakfast partner of the Stagecoach Country Music Festival this year. The partnership will feature on-site food experiences and fan activations for 85,000+ attendees, bringing the breakfast brand to the heart of country music culture.



Capri Sun x Christian Siriano

Capri Sun teamed up with designer Christian Siriano to bring its iconic juice pouch to the runway with a limited-edition "Pouch Purse." Debuting at New York Fashion Week as part of Siriano's Spring/Summer 2026 collection, the playful accessory transforms the nostalgic silver pouch into a fashion statement.