

MONTHLY NEWSLETTER PARTNERSHIP PARLAY

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From Screen to Scent Blog

In recent months, a series of collaborations between entertainment franchises and fragrance brands has highlighted an emerging partnership trend: stories once confined to screens are increasingly extending into scent.

Recent campaigns tied to Scentbird and cultural properties such as RuPaul’s Drag Race, John Wick, and The Twilight Saga illustrate how fragrance is becoming a powerful extension of entertainment storytelling. Taken together, these collaborations point to a broader shift in how brands and studios are thinking about audience engagement. Rather than simply promoting content, partnerships are increasingly designed to translate cultural narratives into sensory experiences.

PARTNERSHIP HIGHLIGHTS



818 Tequila x Salt & Stone

Kendall Jenner’s 818 Tequila partners with Salt & Stone on a limited-edition fragrance rooted in the brand’s identity. By translating its essence into scent, the collaboration extends into a new lifestyle category—showing how partnerships can push brands beyond their core to create more immersive consumer touchpoints.



PUMA x POKÉMON

PUMA partners with Pokémon on a limited-edition collection that blends performance wear with nostalgic, character-driven design. The collaboration turns everyday apparel into a cultural expression point—highlighting how brands are leveraging fandom to create products that feel personal and culturally relevant.



Hello Kitty x Bruno Mars

Hello Kitty partners with Bruno Mars on a limited-edition collection and pop-up, blending music, merch, and character-driven storytelling. By bringing two fan bases together, the collaboration extends beyond product into a shared cultural moment, which shows how partnerships are becoming more immersive and experience-led.