

These Brands Are Crushing the Collab Space and Contributing to Culture

We are used to seeing brand partnerships where brands with shared values come together to broaden their reach and maybe cachet. However, what we have seen more recently are brand collisions and mash-ups, where on the surface, it's not as obvious as to why they've come together.

Recommended articles

<https://www.adweek.com/creativity/these-brands-are-crushing-the-collab-space-and-contributing-to-culture/>