

# BRAND COLLAB



Brands are turning to collaborations, often limited-edition or seasonal explorations, to deliver news to their consumers. These delightful mash-ups frequently utilize contrasts (i.e. lowbrow meets highbrow) in order to bring shock, humor, and freshness to their cachet. Piquing curiosity, some collabs create a Frankenstein-like experiment that must be tasted to be believed. The way they come together visually, sharing assets (iconic color, logos, typography) and memory cues (particularly container shape) is a compelling puzzle of balance for any designer. These ubiquitous brands do it well, while setting an expectation of experience.