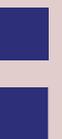


MARCH

our monthly top five
talked about
topics

Issue One

Our monthly round up of the Hexcite Studio's most talked about topics. The top five things you need to know about retail, design and general creative thinking that we all love!



#No5 Vype is now Vuse

Vaping re-brand for one our valued clients.



VUSE

VYPE IS NOW VUSE

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DISCOVER THE NEW EPOD 2 AND MORE AT **VUSE.COM**

VUSE CHARGE BEYOND

New ePod 2

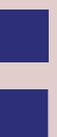
18+ only. Vuse e-cigarettes contain nicotine which is addictive. Read leaflet in pack.

Hexcite Studio have been lucky enough to work on a number of projects with Vype and most recently we have been helping the brand discover what their retail displays should look like.

Vuse is already an established brand in the United States and Vype is in the UK. The goal of this rebrand is to unite both ranges into a single global brand, allowing for new ideas and product innovation across the board.

The product packaging will have a new logo, font and colour scheme. The functionality of current devices and refills will not be changing to ensure compatibility but the Vuse branding is designed to be more eye-catching and distinctive!

our monthly top five
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#No4 Adidas x Peloton

Post lockdown sports apparel partnership!



Adidas and Peloton on announced a collaboration that takes full advantage of the pandemic-powered wave of interest in activewear and home-based workouts. Their first effort is an apparel collection dubbed “adidas x Peloton SS21” designed by Peloton instructors.

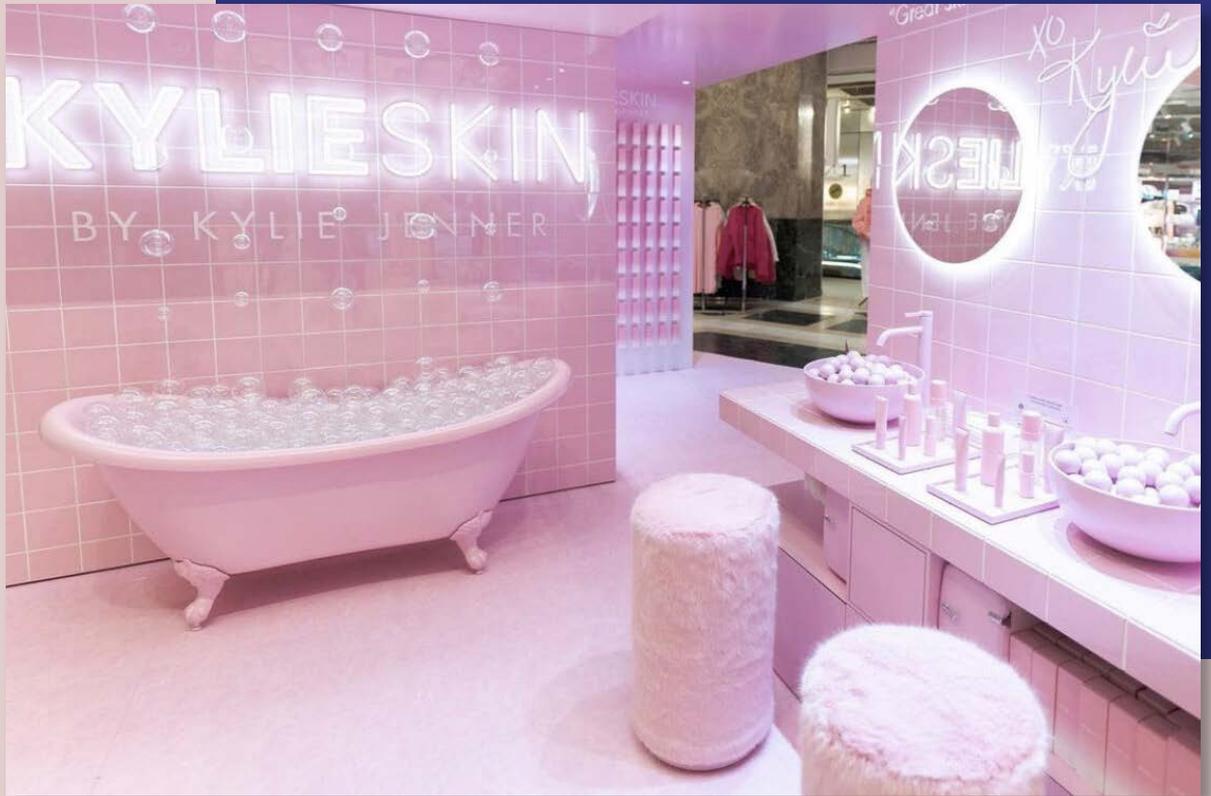
This partnership continues Peloton’s effort to grow its apparel sales, which include its own private labels as well as third-party brands.

our monthly top five
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#No3 Kylie Skin

Millennial pink pop-up in Paris.



Kylie Skin launched nine new products in this fun pop-up shop at the Galeries Lafayette department store on Paris.

The immersive concept was inspired by Kylies famous pink bathroom which even included a replica bathtub filled with incredible bubbles!

Ambient lighting, neon signs, fur ottomans and a unique photo opportunity made for a successful millennial targeted pop-up... and of course we love the pink!



#No2 Mr Potato Head?

Mr Potato Head brand goes gendar nutral!



Hasbro is dropping the Mr. from the logo and overall brand to “promote gender equality and inclusion,” but clarified that Mr. and Mrs. Potato Head will still be available.

On social media, some people took the statement to mean a change to the Mr. Potato Head character. Before long, Hasbro issued a clarifying statement on Twitter saying that the Mr. and Mrs. Potato Head characters would retain their individual courtesy titles.



#No1 Amazon fresh

Just walk out!



The Amazon Fresh branded stores have been landing in London featuring Amazon's 'Just Walk Out' technology. Customers scan the Amazon app on their phones on arrival, fill their bags with products and leave without any interaction with staff or a self-checkout machine.

The stores offer customers hot food throughout the day and on-the-go meals for breakfast, lunch and dinner. Household goods, magazines, flowers and Amazon devices are also being sold.

Already launched in Ealing and in Wembley, more Amazon Fresh stores are expected in coming months "in the Greater London area."

our monthly top five
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