

The Most Talked About Celebrity Collaborations Of 2025



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As we enter the second month of 2025, more and more celebrities are joining in on brand collaborations. From fruity perfume to caramel cookies to iconic runway looks, many beloved celebrities are launching compelling collaborations.

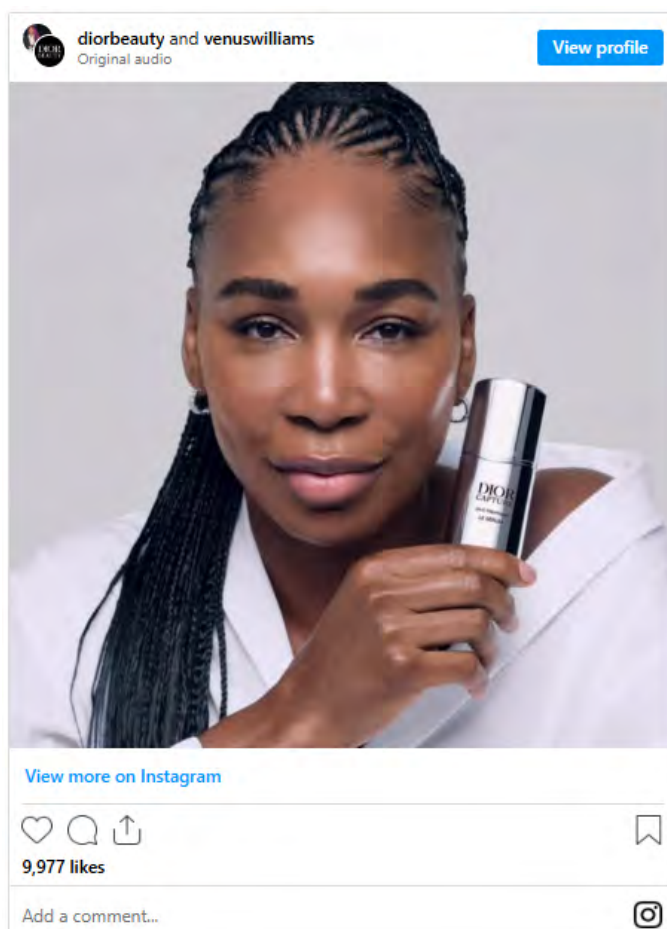
Olivia Rodrigo x Lancôme

Viral popstar Olivia Rodrigo excitedly announced that she is the new Lancôme Global Brand Ambassador in November 2024. Alongside touring the globe for the sold-out GUTS World Tour and launching “Fund 4 Good,” a global initiative advocating for women’s rights and fight against violence, Rodrigo became the face of Lancôme. For her first campaign, Rodrigo represented Lancôme’s Idôle Power Eau de Parfum Intense.



Venus Williams x Dior Beauty

Dior is relaunching their anti-ageing Capture line with the help of American tennis star Venus Williams and five other female celebrities. The



iconic faces of the campaign range from ages 27 to 77, showcasing the inclusivity of the anti-ageing collection.

“Healthy, hydrated skin is beautiful skin, and Capture is a must for keeping my skin vibrant in my everyday routine.”

– Venus Williams



Post Malone x OREO

Post Malone announced a surprising collaboration, sharing that he partnered with OREO Cookies to make a “never-before-seen” cookie. The twisted cookies feature shortbread and salted caramel-flavoured creme between a Golden and chocolate wafer. Each package is slightly different, as the cookies are embossed with one of nine unique designs.



Skims x Rosé

Most recently known for her song APT with Bruno Mars, K-Pop star Rosé has partnered with Skims for their new Valentine's Day Collection. The collection comprises of "classic romance" pieces including intimates, sleepwear and loungewear.

"This collection captures that feeling with pieces that are both romantic and cute. I had an amazing time shooting this campaign, and I hope everyone feels as confident and beautiful in these pieces as I did." – Rosé



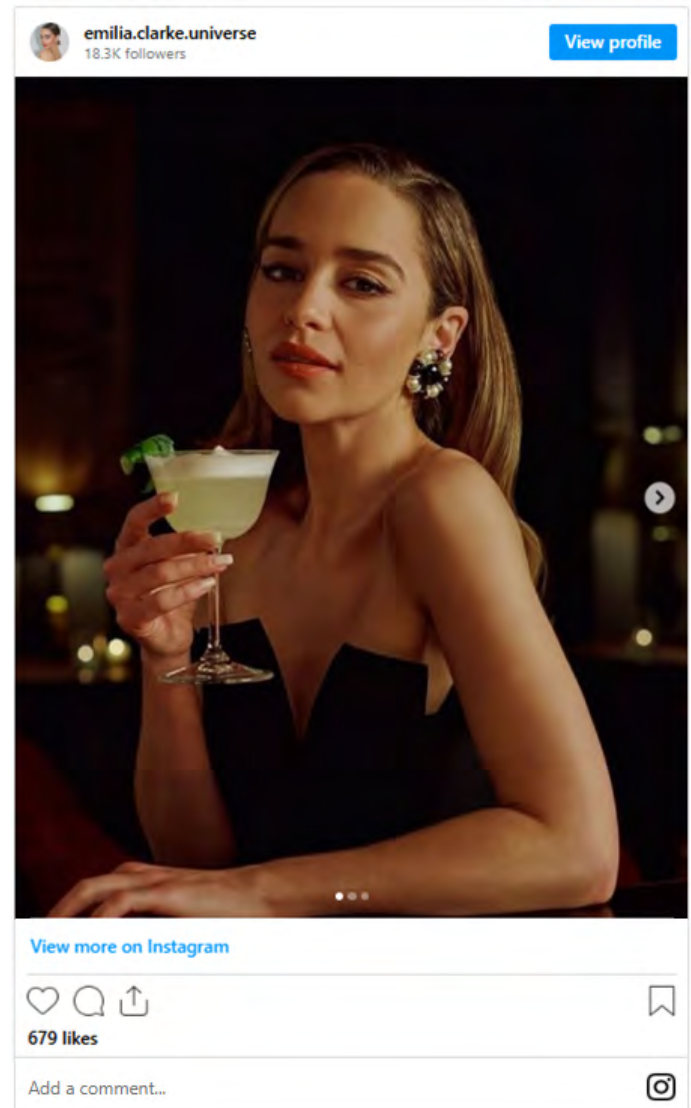
Pharrell Williams & Nigo x Louis Vuitton

Called "the biggest collab of Paris Fashion Week", Pharrell Williams and Nigo for Louis Vuitton's Autumn/Winter 2025 collection stole the show. The varsity jackets, monogrammed suits, lobster-shaped handbags and more showcased the creativity that can come from the merging of three fashion powerhouses.

Emilia Clarke x Pegasus Distillerie

Game of Thrones star Emilia Clarke has partnered with french spirits brand Pegasus Distillerie to introduce her own cocktail, Le Emilia. Inspired by the brand ambassador, the drink “embodies a perfect balance of zest, freshness, and sophistication”.

“Le Emilia makes me feel refreshed and very happy! It’s sharp, crisp, vibrant, and sophisticated—everything I love in a cocktail!” – Emilia Clarke



Sabrina Carpenter x Dunkin’ Donuts

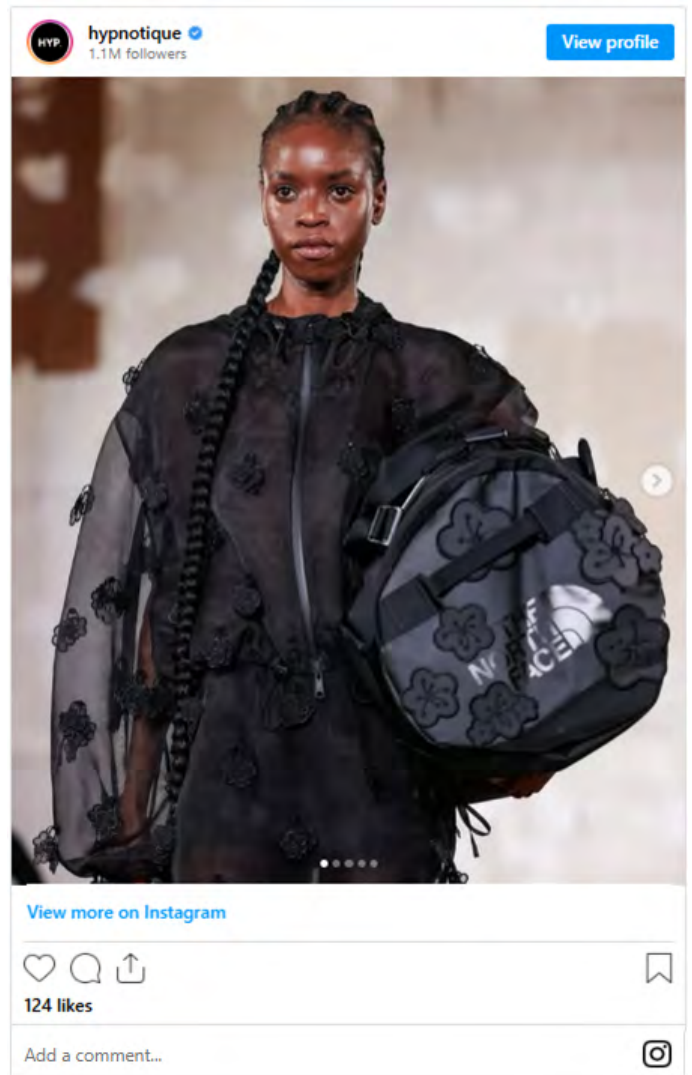
Adding to her long list of “Espresso” related brand collaborations, Sabrina Carpenter partnered with Dunkin’ Donuts to launch a limited-time coffee drink. The Brown Sugar Shakin’ Espresso is a frothy beverage, mixing espresso, oat milk, and brown sugar flavours. Launching at the beginning of this year, the playful campaign titled “Shake that Ess” features Carpenter shaking her signature drink.



Cecilie Bahnsen x The North Face

Danish luxury designer Cecilie Bahnsen has merged her feminine, chic style with leading outdoor brand The North Face. Launching as a part of the brand's Spring 2025 collection, shoppers can expect a new kind of outdoor gear.

“This work sparked a newfound fascination with mountain climbers and their sense of liberation and fearlessness.” – Cecilie Bahnsen



Kendrick Lamar x Willy Chavarria

Willy Chavarria has come together with Kendrick Lamar to design a collection for Lamar's Super Bowl halftime performance. The American football-inspired line features athletic clothing, including T-shirts, shorts, sweatshirts, and a varsity jacket. The two last collaborated in 2023 when Chavarria designed custom festival fits for Lamar.

