## REFERENCES

- Aaker, D. A., & Biel, A. L. (1993), Brand equity and advertising: An overview (pp. 1-10). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Abad, M. (2018, November 8). *H&M's Moschino collaboration proves that frenzy and hype favor bold, flashy names.* Forbes. Retrieved March 14, 2023, from <a href="https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d">https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d</a> <a href="https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d">https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d</a> <a href="https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d">https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d</a> <a href="https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d">https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d</a> <a href="https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d">https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d</a> <a href="https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d">https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d</a> <a href="https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d">https://www.forbes.com/sites/marioabad/2018/11/08/hm-moschino-collaboration-d</a>
- *An agency powered by a publisher*. HIGHSNOBIETY. (n.d.). Retrieved March 30, 2023, from <u>https://company.highsnobiety.com/about/</u>
- Betrue. Nike.com. (n.d.). Retrieved March 15, 2023, from https://www.nike.com/betrue
- Brain, E. (2021, April 30). Beams goes all-out "outdoor" and "military" on latest XYZ Footwear collaboration. Hypebeast. Retrieved March 14, 2023, from https://hypebeast.com/2021/4/beams-XYZ
  Footwear-bespoke-classic-all-terrain-clogs-military-olive-gray-black-release-infor mation
- Burmann, C., Zeplin, S., & Riley, N. (2009), Key determinants of internal brand management success: An exploratory empirical analysis. Journal of Brand Management, 16(4), 264-284.
- Cable News Network. (2022, May 6). XYZ Footwear and figs partner for Nurses Week by giving away 10,000 clogs and 10,000 scrubs | CNN underscored. CNN. Retrieved May 18, 2023, from https://edition.cnn.com/2022/05/06/cnn-underscored/deals/XYZ Footwear-figs-nurses-week-giveaway
- Castellano, C. (2019). Collaborative marketing and customers' active participation into companies' marketing strategies: an examination of the main factors that predict customers' willingness to collaborate with firms.

- Cheung, A. (2023, February 2). *Ambush: The brand you should know*. Ox Street. Retrieved May 18, 2023, from <u>https://www.magazine.oxstreet.com/article/about-ambush#:~:text=Originally%20fa</u> <u>mous%20for%20its%20bombastic,the%20fashion%20industry's%20biggest%20na</u> <u>mes</u>
- *Christian Cowan.* SHOWstudio. (n.d.). Retrieved March 30, 2023, from https://www.showstudio.com/contributors/christian-cowan
- Cole, S. (2023, April 2). *G-dragon goes "Panda" on the peaceminusone x nike kwondo 1*. Highsnobiety. Retrieved May 18, 2023, from <u>https://www.highsnobiety.com/p/peaceminusone-nike-kwondo-1-panda/</u>
- XYZ Footwear, inc.. enters into definitive agreement to acquire charms, LLC. XYZ Footwear, Inc. - XYZ Footwear, INC. ENTERS INTO DEFINITIVE AGREEMENT TO ACQUIRE charms, LLC. (n.d.). Retrieved March 18, 2023, from <u>https://investors.XYZ</u> Footwear.com/news-and-events/press-releases/press-release-details/2006/XYZ Footwear-INC-ENTERS-INTO-DEFINITIVE-AGREEMENT-TO-ACQUIRE-char ms-LLC/default.aspx
- Cuomo, M. T., Metallo, G., Tortora, D., Testa, M., & Kitchen, P. J. (2009), Building brand equity: the genetic coding of Mediterranean brands. EuroMed Journal of Business, 4(3), 237.
- Digital Marketing prices UK 2021. Statista. (2023, January 6). Retrieved May 30, 2023, from https://www.statista.com/statistics/1231241/cost-digital-marketing-agency-services -uk/
- Figs. (2019, October 28). New balance's latest collaboration with figs brings fashionable and functional footwear to nurses and doctors. PR Newswire: press release distribution, targeting, monitoring and marketing. Retrieved May 18, 2023, from https://www.prnewswire.com/news-releases/new-balances-latest-collaboration-with -figs-brings-fashionable-and-functional-footwear-to-nurses-and-doctors-30094613 8.html

- Flippa, G. (2021, November 16). The all-time greatest video game-inspired sneakers: Part 1. Sneaker Freaker. Retrieved May 18, 2023, from https://www.sneakerfreaker.com/features/all-time-greatest/the-top-10-video-game-i nspired-sneakers
- Forbes Magazine. (n.d.). New Balance | Company Overview & News. Forbes. RetrievedApril28,2023,fromhttps://www.forbes.com/companies/new-balance/?sh=704e6e013fd4
- Gallo, M. (2012), Beyond philanthropy: Recognising the value of alumni to benefit higher education institutions. Tertiary Education and Management, 18(1), 41-55.
- Garner, S. (2023, April 19). New balance looks to grow gaming audience with new rival partnership. Footwear News. Retrieved April 28, 2023, from <u>https://footwearnews.com/2023/business/athletic-outdoor/new-balance-rival-gamin</u> <u>g-partnership-1203451348/</u>
- Gorsler, F. (2019, May 23). 20 TV & movie-inspired sneakers that stand out from the rest. Highsnobiety. Retrieved April 28, 2023, from https://www.highsnobiety.com/p/sneakers-movies-tv/
- Gupta, S. (2022, April 30). 5 best anime shoe collabs of all time. Sports News. Retrieved April 28, 2023, from https://www.sportskeeda.com/pop-culture/5-best-anime-shoe-collabs-of-all-time
- Gupta, S. (2022, May 7). 5 best nike collab of 2022. Sports News. Retrieved April 28, 2023, from <u>https://www.sportskeeda.com/pop-culture/5-best-nike-collab-2022</u>
- Gupta, S. (2022, November 15). 5 best Nike Music Collabs. Sports News. Retrieved April 28, 2023, <u>https://www.sportskeeda.com/pop-culture/5-best-nike-music-collabs</u>
- Hameli, K. (2018). A literature review of retailing sector and business retailing types. *ILIRIA International Review*, 8(1). https://doi.org/10.21113/iir.v8i1.386
- Harjai, G. (2022, December 24). 7 best new balance sneaker collabs launched in 2022.SportsNews.RetrievedApril28,2023,from

https://www.sportskeeda.com/pop-culture/7-best-new-balance-sneaker-collabs-laun ched-2022

- Heddle, A. (n.d.). Nike brand collabs: How Nike leverages Brand Partnerships for Growth . Colaboratory. Retrieved March 14, 2023, from https://www.colaboratory.io/post/nike-brand-collabs-how-nike-leverages-brand-par tnerships-for-growth
- Horoszko, N., Moskowitz, D., & Moskowitz, H. (2018), The principle of affinity and DNA of a brand. Understanding the Marketing Exceptionality of Prestige Perfumes, 3-7. Routledge.
- Howell, A. (2021, June 29). 10 sneaker collaborations between artists and designers (latest). TheCollector. Retrieved April 28, 2023, from <a href="https://www.thecollector.com/sneaker-collaborations-design-trends/">https://www.thecollector.com/sneaker-collaborations-design-trends/</a>
- *Info*. WESTERN HYDRODYNAMIC RESEARCH. (n.d.). Retrieved April 6, 2023, from https://whr.institute/pages/info
- Intelligent inventory management software for Small Business. Nest Egg. (2022, November 14). Retrieved May 30, 2023, from https://nestegg.cloud/
- Islur, S. (2023, February 1). *Nike brand collabs: Luxury brand partnerships become the talk of the town*. Social Samosa | Indian Social Media Knowledge Storehouse. Retrieved April 28, 2023, from https://www.socialsamosa.com/2023/02/nike-brand-collabs-luxury-brand-partnersh ips/#:~:text=It%20has%20strategically%20entered%20the,more%20to%20expand %20its%20audience.
- Jain, P., Shukla, A., & Singh, M. (2021). Exploring the Dimensions of Brand Collaboration and its Effect on Brand Image and Purchase Intention. Journal of Promotion Management, 27(3), 380-401.
- Ken, E. (2015, October 7). *Mark Parker: Details in collaboration*. Hypebeast. Retrieved April 20, 2023, from https://hypebeast.com/2015/10/mark-parker-details-in-collaboration

- Kotler, P., Kartajaya, H., & Setiawan, I. (2010). Marketing 3.0: From products to customers to the human spirit. John Wiley & Sons.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*. Pearson Education Limited.
- Leone, R. P., Rao, V. R., Keller, K. L., Luo, A. M., McAlister, L., & Srivastava, R. (2006), Linking brand equity to customer equity. Journal of Service Research, 9(2), 125-138.
- Leonelli, S. (2023, April 26). New balance X joe freshgoods "Beneath the surface pack": A fusion of personal narratives and outdoor aesthetics. Essential Homme. Retrieved April 28, 2023, from https://essentialhomme.net/new-balance-x-joe-freshgoods-sneakers-collab/
- Leong, Z. W. (2021, March 16). Karl Lagerfeld, Balmain and more: 10 best H&M collaborations with Fashion Designers. Tatler Asia. Retrieved March 14, 2023, from https://www.tatlerasia.com/style/fashion/sg-hm-iconic-fashion-designer-collaborati ons
- Lin, J., & Wang, L. (2021). The Effect of Brand Collaboration on Consumer Behavior: A Study of Young Consumers in China. Sustainability, 13(5), 2547.
- *Little big.* Eurovision Song Contest. (n.d.). Retrieved April 11, 2023, from https://eurovision.tv/participant/little-big
- Machar, B. (2017, September 11). New balance goes anime with new "evangelion" collaboration. Hypebeast. Retrieved April 28, 2023, from <u>https://hypebeast.com/2017/9/new-balance-evangelion-sneaker-collab</u>
- Meggyesy, J., & Associate, J. M. B. C. (2022, September 26). Christian Cowan X XYZ Footwear is giving self-expression. Highsnobiety. Retrieved March 30, 2023, from https://www.highsnobiety.com/p/christian-cowan-x-XYZ Footwear/

- Michel Géraldine, & Willing, R. (2020). The art of successful brand collaborations: Partnerships with artists, designers, museums, territories, sports, celebrities, science, good causes...and more. Routledge, Taylor & Francis Group.
- Murphy, C. B. (2022, December 7). Brick-and-mortar stores: Types, advantages, and disadvantages. Investopedia. Retrieved April 11, 2023, from https://www.investopedia.com/terms/b/brickandmortar.asp
- *new-balance-timeline*. Fat Buddha. (n.d.). Retrieved April 28, 2023, from <u>https://www.fatbuddhastore.com/new-balance-timeline-i205</u>
- Nike/Tiffany.
   Tiffany & Nike, A Legendary Pair-Coming Soon | Tiffany & Co. (n.d.).

   Retrieved
   April
   28,
   2023,
   from

   https://www.tiffany.com/stories/tiffany-and-nike-air-force/
   April
   Apr
- Nowill, R. (2021, August 26). New balance explains the "secret sauce" behind its collaborations strategy. Hypebeast. Retrieved April 28, 2023, from <a href="https://hypebeast.com/2021/8/new-balance-joe-grondin-collaborations">https://hypebeast.com/2021/8/new-balance-joe-grondin-collaborations</a>
- Osterrieder, A. (2013). The value and use of social media as communication tool in the Plant Sciences. *Plant Methods*, *9*(1), 26. https://doi.org/10.1186/1746-4811-9-26
- Paek, M. (2022, March 28). The best new balance collaborations of all time. The Best New Balance Collaborations of All Time. Retrieved April 28, 2023, from https://www.one37pm.com/style/best-new-balance-collaborations
- Paul, T. (2022, October 24). The most famous and best-selling NFT artists, from Pak to fewocious. Lifestyle Asia Bangkok. Retrieved May 30, 2023, from <u>https://www.lifestyleasia.com/bk/culture/art/top-famous-nft-artists-from-across-the</u> <u>-world/</u>
- Polishchuk, D. (2022, August 18). *What is a good Instagram engagement rate in 2022?* PromoRepublic. Retrieved March 30, 2023, from <u>https://promorepublic.com/en/blogwhat-is-a-good-instagram-engagement-rate/</u>
- *Pr Agency in France*. Enterie. (2022a, December 19). Retrieved May 30, 2023, from https://enterie.com/pr-agency-france/

- *Pr Agency in Germany*. Enterie. (2022b, December 19). Retrieved May 30, 2023, from <u>https://enterie.com/pr-agency-germany/</u>
- Rudolph, S. (2022, June 22). Good360 teams up with Nike to help "healthcare athletes." Good360. Retrieved April 28, 2023, from<u>https://good360.org/blog-posts/good360-teams-up-with-nike-to-help-healthcar</u> <u>e-athletes/</u>
- Santiago, E. (2023, April 26). Jaden Smith flexes his forthcoming New Balance collaboration. Hypebeast. Retrieved April 28, 2023, fromhttps://hypebeast.com/2023/4/jaden-smith-msftsrep-new-balance-collab-releas e-date
- Schau, H. J., Muñiz, A. M., & Arnould, E. J. (2009). How brand community practices create value. *Journal of Marketing*, 73(5), 30–51. <u>https://doi.org/10.1509/jmkg.73.5.30</u>
- Seekers, S. (2021, September 29). XYZ Footwear: Personalising its way into global prominence. Seeking Alpha. Retrieved April 11, 2023, from https://seekingalpha.com/article/4457593-XYZ Footwear-stock-personalising-its-way-into-global-prominence
- Sharma, R., & Dublish, P. (2019). Role of Brand Affinity, Experience and Satisfaction in Building Brand Equity: An Empirical Investigation of Indian Retail Banking Industry. From the Desk of Editor, 18.
- Stanley, J. (2021, May 19). A guide to new balance's best collaborations this decade. Hypebeast. Retrieved May 1, 2023, from https://hypebeast.com/2021/5/new-balance-best-collaborations-stussy-jjjjound-aim e-leon-dore-salehe-bembury
- Storage rentals of america: Affordable self storage units in your area!. Storage Rentals of America | Affordable Self Storage Units In Your Area! (n.d.). Retrieved May 30, 2023, from

https://sroa.com/blog/business/9-storage-apps-to-help-organize-your-storage-unit

- Tamplin, T. (2023, March 30). What are distributors?: Strategies and business model. Finance Strategist. Retrieved April 6, 2023, from https://www.financestrategists.com/financial-advisor/distributor/
- Team, E. (2023, February 7). *Can nurses wear XYZ Footwear at the hospital?*. Nurse Theory. Retrieved June 13, 2023, from https://www.nursetheory.com/can-nurses-wear-XYZ Footwear-at-the-hospital/
- The\*gamehers | linkedin. (n.d.). Retrieved June 13, 2023, from https://www.linkedin.com/company/thegamehers
- *Twitchcon.* TwitchCon. (n.d.). Retrieved June 13, 2023, from https://www.twitchcon.com/en/paris-2023/event-activities/
- Umarani, R., Priya, T. S., Mahato, A. P., Shaikh, I. A. K., Shankar, R., & Sumitha, K. (2022). A Literature Review on Customer Relationship Management. SPECIAL EDUCATION 2022.
- Voutsa, T. personal communication. March 17, 2023.
- Vuong, M. (n.d.). Five of concepts' most scrumptious food-inspired sneaker collaborations. Sneaker Freaker. Retrieved March 14, 2023, from https://www.sneakerfreaker.com/features/concepts-food-inspired-sneaker-collabora tions
- *Why XYZ Footwear is obsessed with collabs.* Courier. (n.d.). Retrieved April 11, 2023, from https://mailchimp.com/courier/article/XYZ Footwear/
- Wilson, R. (2019, August 7). Supreme X Nike: A full history of collaborations. Highsnobiety. Retrieved April 11, 2023, from https://www.highsnobiety.com/p/nike-supreme-collab-history/
- Wong, V. (2021, May 25). New balance launches "Everybody's welcome" collection for Pride Month. Hypebeast. Retrieved April 11, 2023, from https://hypebeast.com/2021/5/new-balance-everybodys-welcome-collection-pridemonth-release-info

Yang, Y. G. (2022, August 22). The 50 greatest sneaker collaborations in Nike history.GQ.RetrievedApril28,2023,fromhttps://www.gq.com/story/nike-50-greatest-sneaker-collaborations