

FOSSIL AND LA LA LAND KIND CAFE PARTNER ON A FEEL-GOOD JEWELRY COLLECTION AND CAMPAIGN INSPIRED BY KINDNESS



Richardson, Texas – April 21, 2023 – Fossil and La La Land Kind Cafe—best known on TikTok for its viral Drive-By Kindness campaign garnering millions of views—are excited to partner on a feel-good, special-edition jewelry collection. With a shared spirit of compassion and belief in making others feel happy, worthy and loved, our collaboration features uplifting motifs and community engagement to inspire everyday kindness. [La La Land x Fossil](#) jewelry launches on **April 24** through both of our channels.

In advance of the official launch, our communities will have exclusive, early access to shop the collection before it's widely available. The weekend of **April 21**, Fossil will pop up at La La Land's original Dallas location to celebrate our partnership with our shared hometown community—featuring limited-time signature drinks, first access to shop the collection, special content and more. Together with La La Land and local lifestyle media Dallasites101, we will also host a special Fossil Live online shopping event from the popup to invite our communities outside of Dallas to participate and enjoy early access. The following weekend of **April 28**, we will then pop up at La La Land's Santa Monica location as well to continue the celebration.

We're also excited to collaborate on feel-good content inspired by our shared spirit of positivity and La La Land's mission to normalize kindness—including a special-edition video of the TikTok-famous Drive-By Kindness series, surprise giveaways and more. Through these efforts, we hope our communities feel inspired to take part in this kind movement.

"With optimism and a sense of joy engrained in our DNA, Fossil strives to align with like-minded partners who contribute this same positivity and compassion to our communities," says Melissa Lowenkron, Chief Brand Officer. "We're inspired by La La Land's mission and the impact they've made on millions through the kindness they bring to the world—from our shared hometown to across the globe."

"When you do the right thing, magic happens," adds Francois Reihani, Founder and CEO of La La Land.

Sunny and optimistic, our exclusive jewelry collection pays homage to signature La La Land symbols, including the butterfly, smiley face, peace sign and scripted words like “kind.” Featuring three gold-tone necklaces (**\$65-\$75**) and an earring set of four studs (**\$70**), La La Land x Fossil is ultra-layerable to inspire good energy everywhere you go. The La La Land butterfly motif, featured on a necklace and within the stud set, is a symbol of transformation with laser-etched wings. Each piece is packaged in Fossil's iconic tin, radiating positivity in La La Land's signature shade of yellow with butterfly accents.

Visit [Fossil.com](https://www.fossil.com), select Fossil retail stores, and La La Land to shop the collection beginning **April 24**, and follow [@Fossil](https://www.instagram.com/fossil) to stay up to date on future launches.

FOSSIL

[Fossil](https://www.fossil.com) is a leading global lifestyle accessories brand inspired by creativity and ingenuity. We create timeless, well-crafted leather goods, jewelry and watches to accessorize a joyful, inspired life. In everything we do, we strive to Make Time For Good™, working to create positive change for our people and communities.

LA LA LAND KIND CAFE

La La Land Kind Cafe is a coffee shop with the mission of hiring and mentoring foster youth who age out of the foster care system and normalizing kindness. We want to prove that businesses can and should do good for the world. Our measure of success is not necessarily driven by profit, but more importantly the positive impact we create. We do this by genuinely complimenting every friend that steps into our cafes and reminding them that they're loved.