

ARTHNOVA

SEPTEMBER

2025

RALPH LAUREN
UNVEILS AI-POWERED
FASHION STYLIST.

MILEY CYRUS
GIVES MAYBELLINE
A BOLD VOICE.

NIKE TURNS
“JUST DO IT”
INTO A QUESTION

THE SIGNATURE
TOUCH OF

*Emilia
Clarke*



PEGASUS X EMILIA:
WHERE STYLE
MEETS SPIRITS

ICON
STYLE
BEAUTY



INSIDE THE ISSUE

Welcome to this month's edition of Arthnova, where global brands and cultural icons converge to shape the future of business. September was a month of reinvention, from fashion houses reframing heritage to tech giants embedding AI into consumer experiences. Campaigns blurred the line between performance and storytelling, while collaborations showed that culture is no longer borrowed by brands, it is co-created with them.

Inside, you will find stories on Nike reimagining an icon, Maybelline redefining beauty through expressive partnerships, and Balenciaga reclaiming fragrance as a core identity. We spotlight luxury houses experimenting with new creative formats, celebrities like Emilia Clarke and Miley Cyrus reshaping brand narratives, and technology players like Samsung and Toyota proving that innovation is no longer an accessory but a foundation.

This issue isn't just about what happened, it's about what these moves signal. Whether you are a strategist, marketer, or brand enthusiast, the stories here are your guide to understanding how influence is being rebuilt in real time.

FOUNDER'S NOTE

SEPTEMBER 2025

Dear Reader,

The signals this month point to reinvention at every level. Nike reframed its most iconic slogan into a cultural question, Maybelline gave Miley Cyrus space to shape its voice, and Gucci debuted Demna's vision through film and photography instead of a runway. Even Balenciaga's fragrance revival shows how heritage can be reintroduced as something entirely new.

Each of these moves tells us the same story: relevance is no longer tied to tradition, but to a brand's ability to reinterpret itself for the moment. Identity, influence, and creativity are becoming fluid, and the winners will be those who know how to transform without losing their core.

Sincerely,

Aditya Badola
Founder, Arthnova



Nike revives “Just Do It” with “Why Do It?” global campaign

In September, Nike relaunched its most iconic slogan with a bold twist: “*Why Do It?*” The global campaign features stars including LeBron James, Carlos Alcaraz, Caitlin Clark, Rayssa Leal, Saquon Barkley, Shreyas Iyer, and Qinwen Zheng, each bringing their personal interpretation of the question. Instead of focusing on the act of doing, Nike is reframing the phrase as a rallying cry about choice, resilience, and defining success on one’s own terms.

The campaign marks a new phase in the evolution of one of advertising’s most enduring taglines. By asking “*Why?*”, Nike is shifting the narrative from motivation to meaning, aligning itself with a generation that values purpose alongside performance. This isn’t just a marketing refresh—it’s an attempt to redefine what it means to “do it” in today’s cultural and social climate. For Nike, the move ensures that an idea born in 1988 can remain as powerful in 2025, by speaking directly to new audiences without losing its heritage.



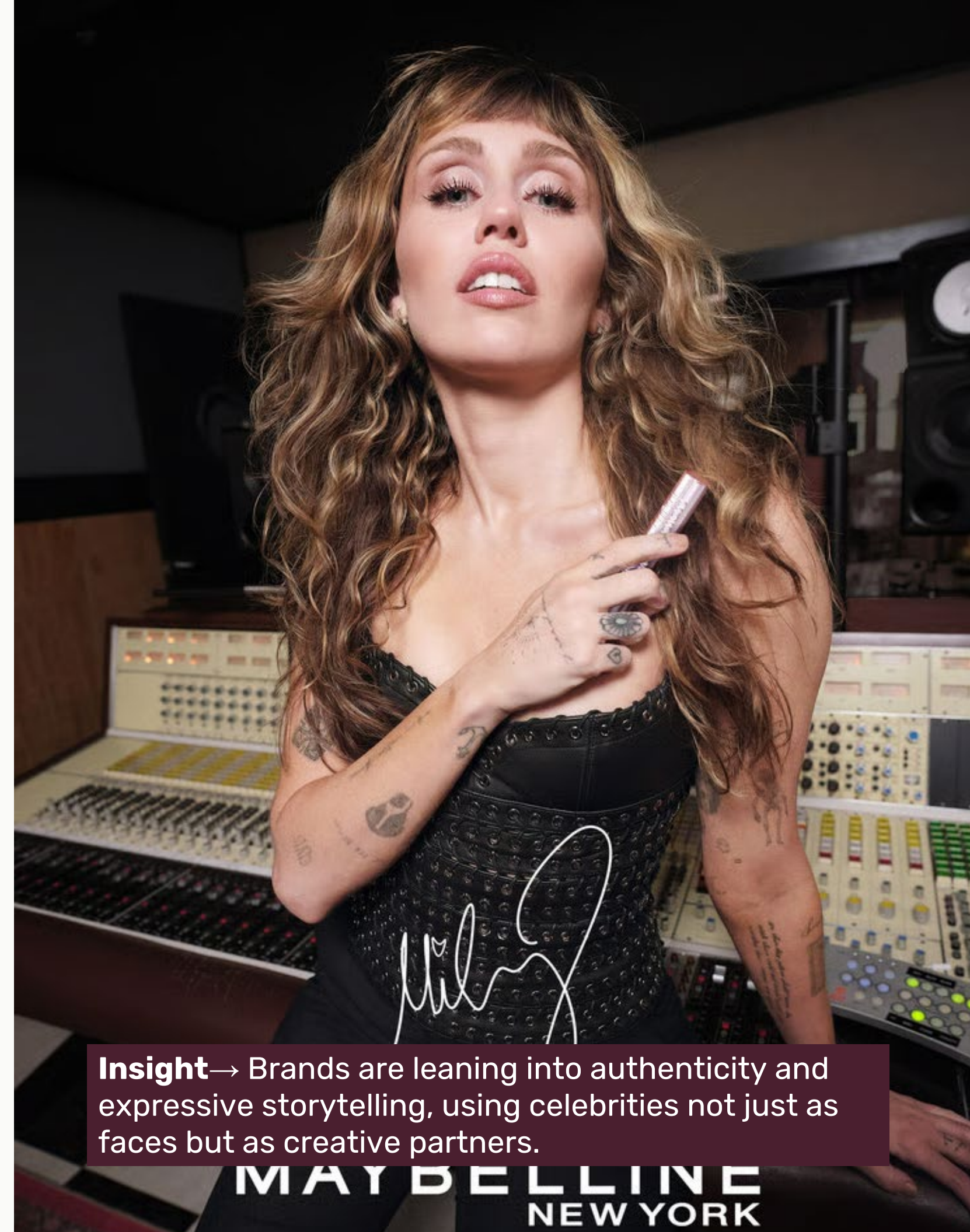
Nike Reintroduces “Just Do It” to Today’s Generation with “Why Do It?” Campaign

Insight → Legacy brands are retooling iconic identities to resonate with younger audiences, making slogans not just commands but cultural conversations.

Maybelline New York Names Miley Cyrus as Global Face

In September, Maybelline New York announced Miley Cyrus as its newest global spokesperson, bringing her bold, expressive persona into one of beauty's most iconic brands. The partnership goes beyond traditional ambassadorship, Cyrus will lend her voice to revamped versions of the brand's legendary jingle, *"Maybe it's Maybelline"*, while also shaping creative direction for upcoming campaigns. Her involvement signals a deliberate move to connect Maybelline's heritage with a modern, unapologetic energy.

What makes this collaboration stand out is the way it turns a familiar slogan into something fresh and culturally relevant. By aligning with Cyrus, known for reinvention and self-expression, Maybelline is speaking directly to a generation that values individuality over perfection. It's not just about makeup, it's about embracing identity, attitude, and storytelling through beauty. With Miley at the center, Maybelline is positioning itself as a brand that doesn't just sell products but reflects the voices and values of its audience.

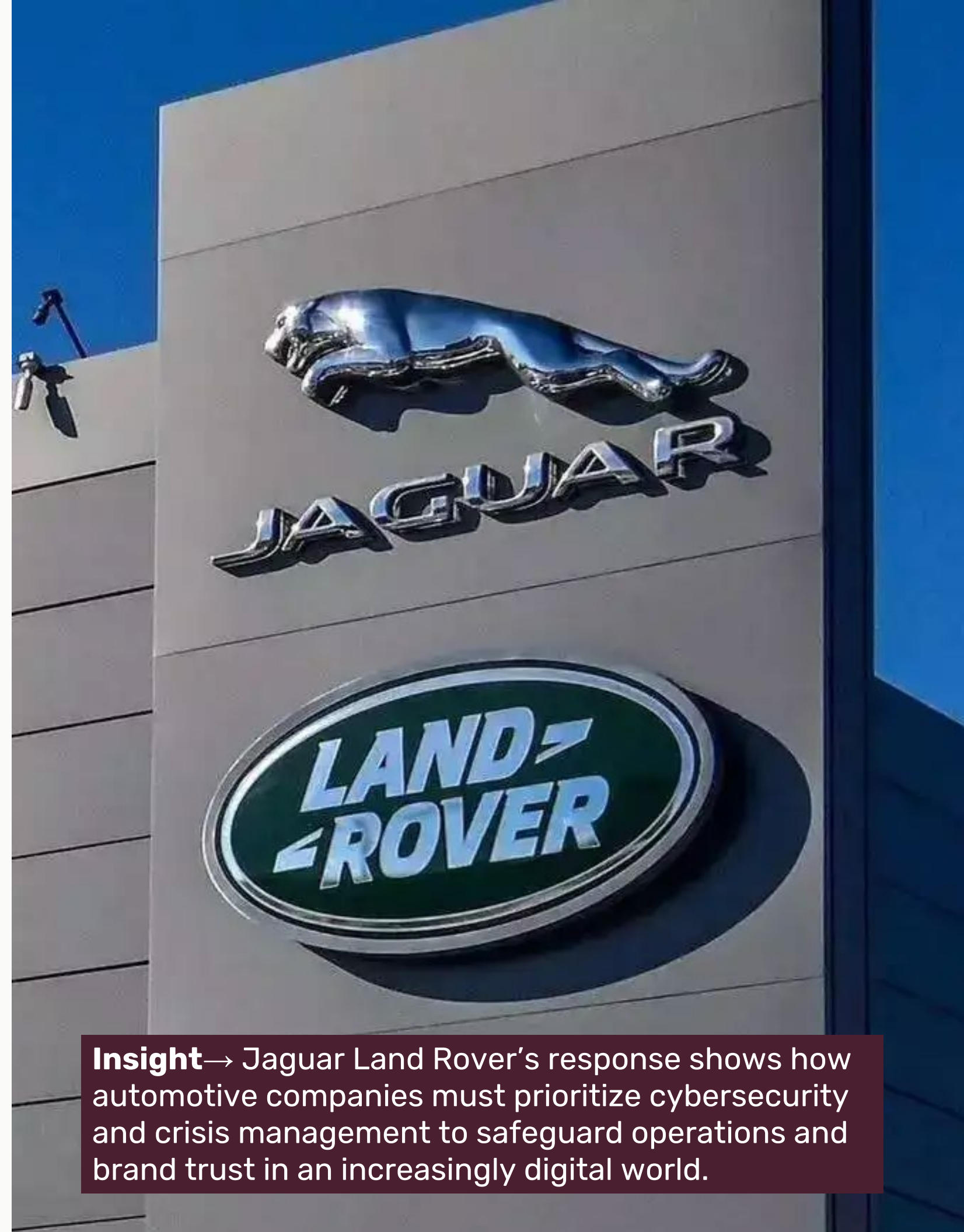


Insight→ Brands are leaning into authenticity and expressive storytelling, using celebrities not just as faces but as creative partners.

Jaguar Land Rover Begins Recovery After Cyberattack

Jaguar Land Rover announced plans to partially restart its manufacturing operations following a cyberattack that disrupted production. To support the recovery, the company secured a £1.5 billion loan from the UK government, highlighting both the scale of the impact and the strategic importance of continued operations.

This is more than a temporary restart. The incident underscores the critical role of cybersecurity in the automotive sector and the need for robust contingency planning. By securing government support and resuming production, Jaguar Land Rover demonstrates resilience and the ability to maintain investor and consumer confidence amid digital threats.



Insight→ Jaguar Land Rover's response shows how automotive companies must prioritize cybersecurity and crisis management to safeguard operations and brand trust in an increasingly digital world.

Balenciaga Relaunches Fragrance Line Under Kering Beauty

In September, Balenciaga announced the revival of its fragrance business with a collection of 10 new perfumes, headlined by the return of *Le Dix*, the brand's original 1947 scent, reimagined with a modern formula and updated branding. The relaunch marks a decisive move to integrate fragrance more tightly into the house's core identity, aligning with the arrival of Pierpaolo Piccioli as creative director and signaling a deeper push by Kering into beauty verticals.

This strategy reflects a broader industry trend: luxury fashion houses reclaiming direct control of their fragrance portfolios. By bringing production and creative direction under Kering Beauty, Balenciaga is able to unify its aesthetic, capture higher margins, and position fragrance as a storytelling tool rather than just a licensed product. For consumers, the relaunch ties the house's history to its present, making each bottle both a product and a piece of Balenciaga's evolving narrative.



Insight→ Fashion houses are reclaiming fragrance control to capture higher margins and restore brand coherence.

John Lewis & Deliciously Ella Launch Playful Tableware

In September, British retailer John Lewis partnered with food personality Deliciously Ella to launch a whimsical vegetable-themed tableware collection. The range features playful, nature-inspired designs that transform everyday dining into a visually engaging experience, blending artistry with practical functionality. Each piece reflects careful craftsmanship, ensuring that the collection is both durable and aesthetically appealing, making it suitable for everyday use or special occasions.

This collaboration is more than a seasonal release. By combining John Lewis' longstanding expertise in quality homeware with Deliciously Ella's distinctive, eco-conscious style, the collection creates a strong narrative around sustainability, creativity, and lifestyle innovation. The partnership highlights how brands can use collaborative storytelling to reach audiences who value both design and purpose, positioning homeware as a medium for cultural expression as well as utility.

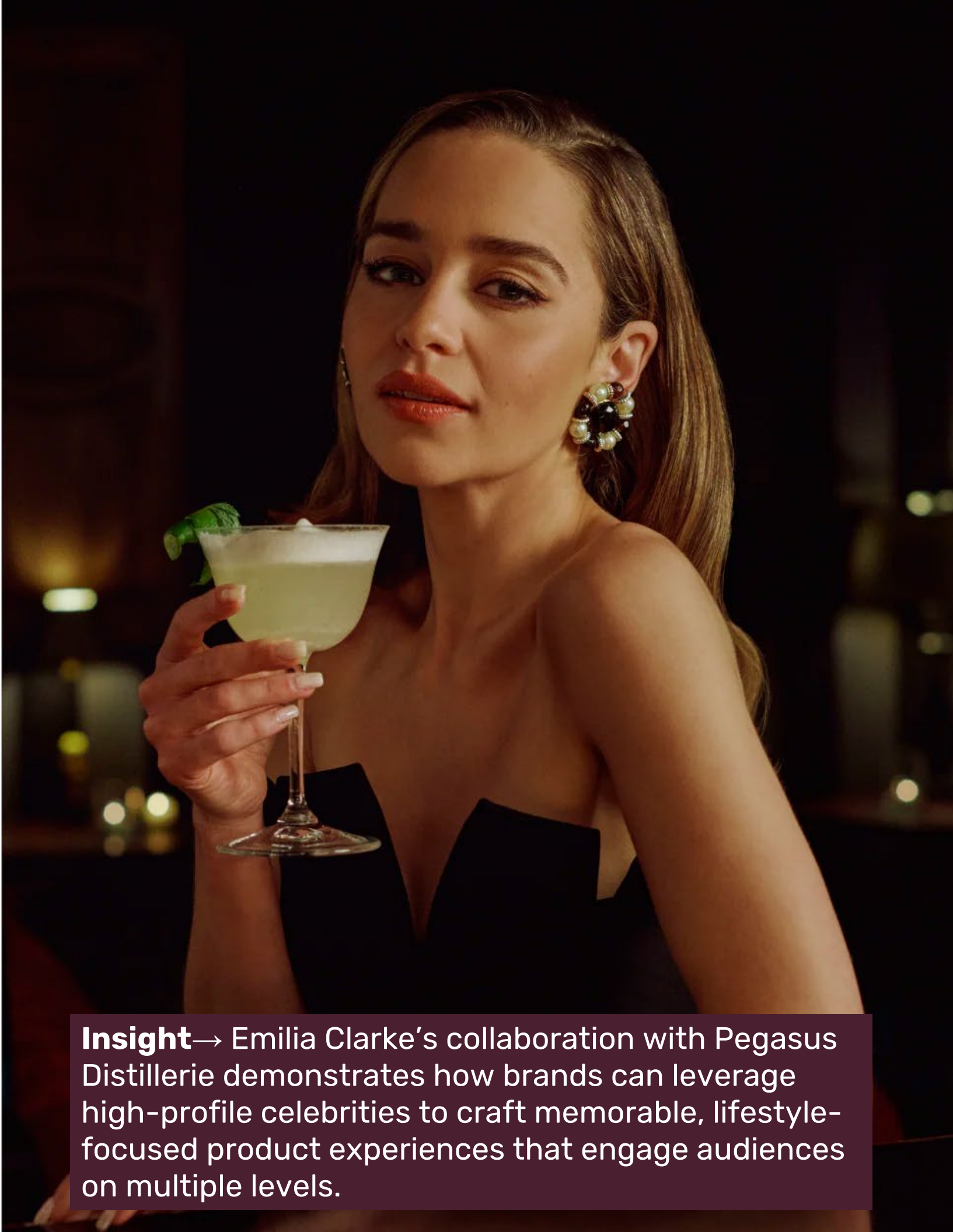


Insight→ The John Lewis x Deliciously Ella collection demonstrates how lifestyle and culinary collaborations can elevate functional products into culturally resonant design statements that engage modern consumers on multiple levels.

Emilia Clarke Launches Signature Cocktail with Pegasus Distillerie

In September 2025, Emilia Clarke partnered with French spirits brand Pegasus Distillerie to introduce her own signature cocktail, *Le Emilia*. The collaboration showcases Clarke's sophisticated and vibrant persona, combining zest, freshness, and elegance to reflect both the actress and the brand's refined image. The launch included a series of curated tasting events in London and Paris, allowing fans and media to experience the cocktail firsthand.

This partnership goes beyond a simple endorsement. By aligning with Clarke, Pegasus Distillerie signals a contemporary and aspirational approach to beverages, blending celebrity influence with premium craftsmanship to appeal to luxury consumers.

A photograph of Emilia Clarke, a woman with long brown hair, wearing a black strapless dress and large pearl earrings. She is holding a glass of a light green cocktail with a lime garnish. The background is dark and out of focus, suggesting a bar or event setting.

Insight→ Emilia Clarke's collaboration with Pegasus Distillerie demonstrates how brands can leverage high-profile celebrities to craft memorable, lifestyle-focused product experiences that engage audiences on multiple levels.

GapStudio Celebrates Style Across Generations

In September, Gwyneth Paltrow and her daughter Apple Martin starred together for the first time in a fashion campaign for GapStudio's Fall 2025 collection. Shot by Mario Sorrenti, the duo showcased sleek denim and mirrored elegance across generations. Designer Zac Posen created a 38-piece capsule blending 1990s New York energy with 1960s romanticism, featuring standout pieces like a sculptural jean jacket-inspired dress, a mod mini skirt set, and an oversized camel coat.

This campaign is more than fashion, it emphasizes timeless style while connecting GapStudio to iconic figures. By turning denim into a statement of legacy and modernity, the brand engages fans across generations.



Insight→ GapStudio shows how generational storytelling can make fashion collections emotionally resonant and culturally memorable.

Ralph Lauren Introduces AI Stylist “Ask Ralph”

In September, Ralph Lauren launched "Ask Ralph," an AI-driven fashion assistant integrated into its app. The feature offers personalized styling advice, helping users choose outfits based on their preferences, occasions, and current trends. It also suggests mix-and-match combinations, making it easier for customers to explore Ralph Lauren's extensive collections.

This is more than just a tech upgrade. By combining AI with its retail experience, Ralph Lauren enhances customer engagement while reinforcing its image as an innovative, forward-thinking luxury brand. "Ask Ralph" transforms shopping into an interactive, curated experience, allowing users to feel personally guided by the brand. It demonstrates how technology can merge with fashion heritage, making Ralph Lauren relevant to both longtime fans and a new, digitally-savvy audience.

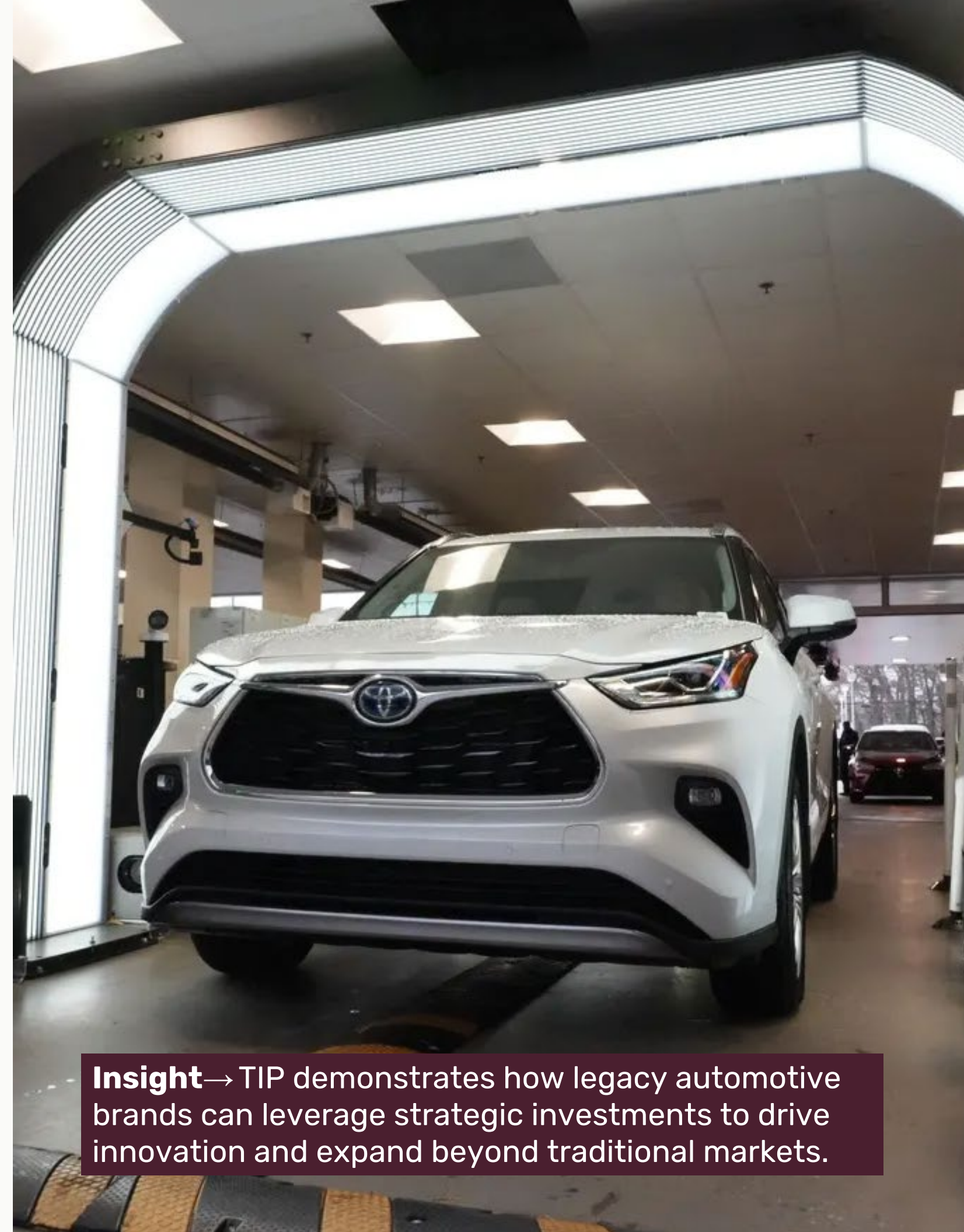


Insight→ Ralph Lauren's AI assistant shows how heritage brands can leverage technology to create personalized, culturally resonant shopping experiences that go beyond traditional retail.

Toyota Launches Strategic Investment Arm TIP

On September 30, Toyota Motor Corporation announced the formation of Toyota Invention Partners Co., Ltd. (TIP), a strategic investment subsidiary with a capital of ¥100 billion (approximately \$670 million USD). TIP is designed to accelerate collaborations between Toyota, its affiliates, and external partners, supporting innovation across mobility, robotics, AI, and related technologies.

This move is more than a financial investment. By creating TIP, Toyota signals its ambition to transform from a traditional automaker into a comprehensive mobility company. The subsidiary will identify and fund promising startups and projects, fostering partnerships that could shape the future of transportation and mobility solutions globally.



Insight→ TIP demonstrates how legacy automotive brands can leverage strategic investments to drive innovation and expand beyond traditional markets.

Samsung Hosts Global AI Forum to Shape the Future

On September 15-16, 2025, Samsung held its ninth annual AI Forum, bringing together leading AI scholars and industry experts from around the world. The event focused on breakthrough research and explored future directions in artificial intelligence, emphasizing innovation and collaboration across academia and industry.

This is more than a conference. By showcasing its commitment to integrating AI across products and operations, Samsung positions itself as a global leader in the development of foundational AI technologies. The forum highlights the company's aim to create intuitive, seamless AI applications that enhance both consumer experiences and enterprise solutions.



Insight→ Samsung's AI Forum demonstrates how tech giants can leverage thought leadership and global collaboration to drive innovation and maintain competitive advantage in AI.

Beyond the Headlines

- Tesla unveiled its own ride-hailing app, integrating autonomous driving for eco-friendly transport.
- Oracle announced its headquarters relocation to Nashville to tap into the local tech talent and business environment.
- Binance's CEO received a three-year prison sentence for regulatory violations, marking a major crypto crackdown.
- Harvard reversed its SAT-optional admissions policy to maintain academic standards and diversity goals.



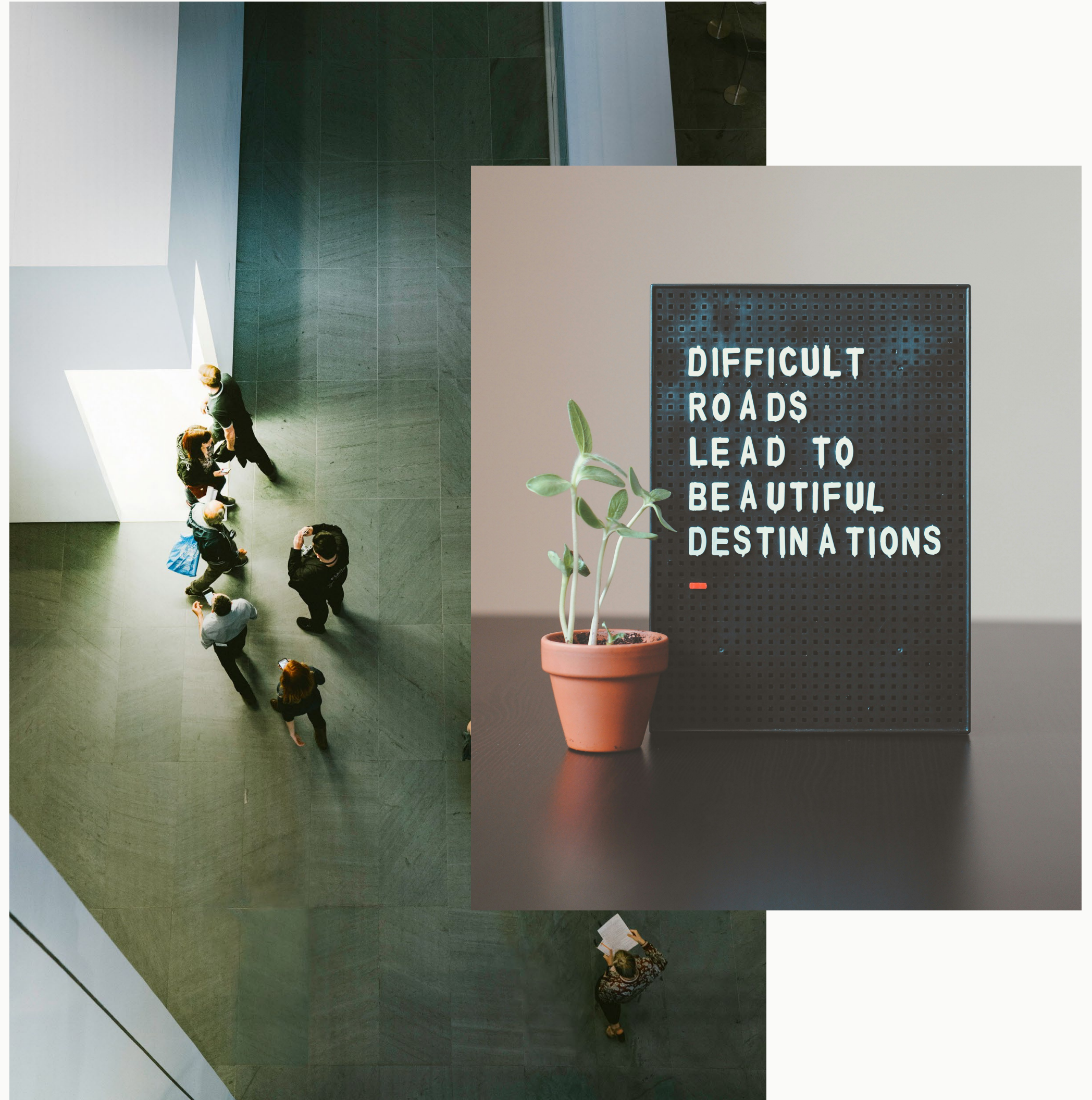
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Final Thoughts

This month reaffirmed a simple truth: reinvention is what keeps brands alive. September showed us Nike turning its slogan into a question and Maybelline handing the mic to Miley Cyrus, while Gucci debuted Demna through images instead of a runway.

Looking ahead, expect more heritage brands to reclaim lost ground, more celebrities stepping in as creative voices, and technology weaving itself deeper into brand storytelling.

Until next month, keep watching the signals. They are already shaping what comes next.





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