

Kellogg's® Froot Loops® And Co-Creation Fashion Brand AWAYTOMARS Unveil Collection Created For Fans, By Fans

10-piece collaboration from nearly 700 designers to also be featured in AWAYTOMARS SS19 collection

BATTLE CREEK, Mich., Aug. 21, 2018 /PRNewswire/ -- Kellogg's® Froot Loops® fans can now show off their love of the cereal from head to toe with the new AWAYTOMARS/Froot Loops collection, debuting online today. Those who can't wait to get their hands on the looks can visit the trunk show at the Kellogg's NYC café from 5-7 p.m.

The unisex, limited-edition collection shows that when it comes to fashion, inspiration can pour in from anywhere – even a bowl of cereal. The collection's 10 pieces were sparked by the fun spirit, colorful aesthetic and fruity taste of the iconic *Froot Loops*, new *Wild Berry Froot Loops*® and everyone's favorite wingman, Toucan Sam.

Nearly 700 designers participated in fashion pioneer AWAYTOMARS' unique co-creation model to develop the collection's hats, t-shirts, sneakers, hoodie, jacket and dress. From color-blocking a bomber jacket to look like Toucan Sam to designing a spacey sneaker print featuring purple Wild Berry stars, the AWAYTOMARS community conceptualized, developed and finessed each design, before the company created a prototype and manufactured the final pieces.

"So many of us have memories associated with colorful bites of *Froot Loops*, and through the power of our co-creation community, we quickly expanded our designs beyond the cereal's bright red box," said Alfredo Orobio, AWAYTOMARS founder. "Together, we found a way to infuse the fun, playful spirit of *Froot Loops* and tie the capsule to the full AWAYTOMARS Spring/Summer 19 collection, which is inspired by the visuals of early 20th-century silent movies."

The AWAYTOMARS/Froot Loops® collection is launching today as a preview to AWAYTOMARS' Spring/Summer 19 collection, which will debut in Paris on Sept. 27. You can shop the entire collection at awaytomars.com/frootloops, and a limited number of items will be available at Kellogg's NYC until they are sold out. The collection retails from \$30-\$185.

This new partnership with AWAYTOMARS follows gear and accessories collaborations in 2017 to help fans rock "Whatever Fruits Your Loops" – from sunglasses to bikes.

About AWAYTOMARS

AWAYTOMARS is a co-created fashion brand that just entered the U.S. market and believes ideas supersede hierarchy and inspiration can come from anywhere. They seek to pioneer a new movement in fashion by bringing the elements of co-creation, crowdfunding and profit-sharing to the forefront of the fashion world. Visit AWAYTOMARS.com.

About Kellogg Company

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles*®, *Cheez-It*®, *Keebler*®, *Special K*®, *Kellogg's Frosted Flakes*®, *Pop-Tarts*®, *Kellogg's Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*® and more. Net sales in 2017 were approximately \$13 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating three billion Better Days by 2025 through our Breakfasts for Better Days global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

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