

The Spotlight Kicks Off Fall: Fashion Collabs to Football's Curtain Call

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Welcome back to the Spotlight! Like clockwork, the other side of Labor Day has started to feel a little more like Fall, with a slight chill in the air, pumpkin spice aromas descending down from the heavens (or up from the underworld, depending on your perspective), kids returning to school and my coming down with the Flu (I promise I washed my hands before writing this). Happily, this also means that football season is upon us (though that does not bode well for my already robust sleep deprivation). So I'll keep it brief this week to rest up in preparation for all that is to come, but as long as you're here, I might as well share with you the below:

- Michelle Juszczuk, famous for designing custom patchwork sports apparel including Taylor Swift's custom Travis Kelce jacket (and having a killer last name for Scrabble) is due to drop a capsule collection of apparel with Gatorade. A partnership sure to quench the masses with Juszczuk's style.
- A new rule by the Federal Trade Commission targets influencers giving fake reviews and testimonials of products. Luckily for the Spotlight, there is no ban on gratuitous reviews from my parents.
- Omaha Productions unveils an ingenious, hilarious Broadway-themed promo for Peyton Manning and Eli Manning's Monday Night Football ManningCast. For this sports and entertainment lawyer who is the grandson of a Tony-winning Broadway producer, it was everything.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on LinkedIn.

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Kristin Juszcyk Talks New Gatorade Merch Capsule Collection, Designing Taylor Swift's Travis Kelce Jersey and Celebrating Women in Sports

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