

ECOMMERCE

Mucinex to Debut Sickwear Apparel Line in YouTube Livestream

Creators and influencers will model the six-piece collection



The collection was designed by Steven Alan and Christina Viviani.
Mucinex/Barbarian



BY DAVID COHEN 37 MINS AGO

Mentions of **Mucinex** prompt thoughts of liquids and pills to help people feel better when they are suffering from colds, but after tonight, the **Reckitt Benckiser** brand hopes hoodies and jumpsuits will come to mind as well.

"People at home, especially through **Covid**, want to feel comfortable," RB general manager of marketing and chief marketing officer of health for North America Claudine Patel told Adweek. "We are bringing comfort and relief to people in new ways."

Mucinex will host a livestreamed event on its **YouTube page** and its new **direct-to-consumer website** at 8 p.m. ET today to introduce Sickwear, a new apparel line created on the concept that looking good helps people feel better.

Patel said RB was looking for new spaces in social commerce, as well as “new ways to be inventive around business model disruption.”

It's not the first company to get into retail in recent months as a way to extend the brand—Cole Haan and Slack **recently partnered** to create a shoe line.

Creative direction for the livestream is being provided by agency **Barbarian**, and it will be directed by Emmy Award-winner **Danielle Levitt** and produced by **Webby Award**-winner **Missing Pieces**.

YouTube creators who will take part by modeling Sickwear are: Ashley Alexander, FlawlessKevin, Le Happy, **Chriselle Lim**, Daniella Perkins, Nava Rose, Drew Scott and **Jacques Slade**.

Patel explained why RB turned to tried-and-true YouTube for this initiative, rather than emerging social channels such as Snapchat and TikTok.

“It's not only about experimenting with new channels, which is a big philosophy of ours, but also elevating social channels that already existed,” she said. “People go to YouTube for education, and having the ability to watch how people tell stories. YouTube is a visual platform, and the Sickwear campaign is so visual.”

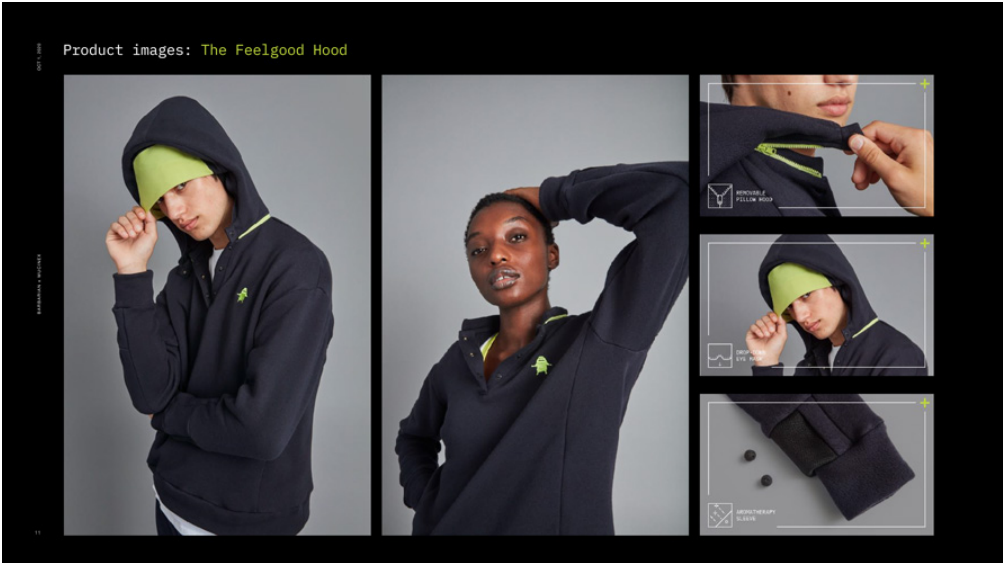
She also pointed out the reach of the eight creators and influencers involved in the livestream, saying that they boast a combined total of roughly 5 million followers on the video site.

The idea for Sickwear came from RB president of North America health Cynthia Chen, and the collection was designed by Steven Alan and Christina Viviani.



The six-piece gender-neutral collection was created to get people ready for cold and flu season, crafted using antimicrobial fabrics that are also breathable and washable, in calming colors. It is made up of:

- **The Feelgood Hood:** A hoodie made from super-soft fabric, aromatherapy-enhanced and equipped with a pillow.



- **The Slumpsuit:** A one-piece antimicrobial jumpsuit.



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- **The Zzzimono:** A soft, antimicrobial, washable silk jacket with a detachable neck pillow and designated pockets for new and used tissues.
 - **The Tip-Top Tank:** A tank top made with breathable mesh and soft antimicrobial sweat-wicking fabric.
 - **The Smooth Sleeper:** An eye mask crafted from antimicrobial washable silk, with a ponytail perforation.
 - **The Unsnuffle Duffel:** A complimentary mesh fabric duffel bag.

The limited collection will be offered at a discounted price ranging from \$46 to \$140 during the livestream, and it can be purchased exclusively through the ecommerce site afterward until it sells out.

"We are always thinking about ways to help people feel better," Patel said, adding that the "sick" part of Sickwear is a play on words to represent both feeling better and being fashionable.