

WWD

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13 of the Biggest Fashion Collaborations of 2020

From Justin Bieber-designed Crocs to Dior's Air Jordans, here are the buzziest fashion collaborations of the year.

8. Mucinex x Steven Alan and The Great Eros



Styles from Mucinex's ash-leisure collection Courtesy

The year's most unexpected fashion collaboration came when fashion designers Steven Alan and Christina Viviani — the creative director behind The Great Eros — **teamed with pharmaceutical brand Mucinex on an ath-leisure brand** that launched in time for the flu season.

The collection includes tank tops, sweatshirts, loungewear sets, jumpsuits and accessories that are designed with antimicrobial silk, soothing colors and temperature-regulating fabrics to help the wearer fight off a cold.

The six-piece collection, which launched in October and ranged in price from \$65 to \$200, included a Feelgood Hoodie that was designed with a removable pillow, eye mask and aromatherapy sleeve that the wearer can use to insert rocks doused in essential oils. The collection's color palette includes navy, green, white, pink and black, which are said to provide a sense of calm and comfort. Some pieces also include Mucinex's Mr. Mucus logo.