



How Charming: Baskin-Robbins Unveils Sweet Collaboration with Luxury Jewelry Designer Susan Alexandra for National Ice Cream Day

The bespoke necklace comes with a gift card to enjoy a free scoop of Baskin-Robbins

CANTON, Mass., (July 17, 2024) – As National Ice Cream Day approaches, Baskin-Robbins®, the world's largest chain of ice cream specialty shops, is excited to announce a partnership with cult designer [Susan Alexandra](#). This collaboration celebrates the joy of ice cream and the artistry of charm jewelry, offering consumers a delectable accessory to cherish.

Charm jewelry has been experiencing a resurgence in popularity, with fashionistas drawn to its nostalgic appeal and customizable nature. Each charm tells a story, serving as a wearable memento of cherished memories and personal passions. Baskin-Robbins teamed up with Susan Alexandra to create a one-of-a-kind charm necklace that gives ice cream aficionados an opportunity to show their love of sweet treats.

The centerpiece of this whimsical collection is a trio of charms, meticulously crafted to resemble iconic favorites from Baskin-Robbins. The first charm features a nostalgic scoop of [Cotton Candy](#) ice cream perched atop a cinnamon waffle cone, evoking the playful spirit of summer. The second charm showcases the brand's signature [Cappuccino Blast](#)®, brimming with creamy, coffee goodness and sprinkled with a dash of cinnamon. Completing the ensemble is a miniature replica of the beloved pink spoon, a nod to the brand's variety of ice cream flavors. And just in case your necklace sparks a sudden craving for a sweet treat, each order comes with a gift card to Baskin-Robbins.

"We are thrilled to collaborate with Susan Alexandra to bring this charming collection to life," said Jerid Grandinetti, Vice President of Marketing & Culinary at Baskin-Robbins. "National Ice Cream Day is a time to celebrate the joy that ice cream brings to people of all ages, and what better way to commemorate it than with a beautiful piece of jewelry that captures the essence of our beloved brand."

Susan Alexandra, known for her whimsical designs and attention to detail, infused each charm with her signature style, creating miniature works of art that are sure to delight ice cream lovers and fashion enthusiasts alike.

"Ice cream has always held a special place in my heart, and I am thrilled to partner with Baskin-Robbins to create this sweet collection," said Susan Korn. "Charm jewelry allows us to carry our passions with us wherever we go, and I hope these playful charms bring joy to everyone who wears them."

The Baskin-Robbins x Susan Alexandra charm necklace will be available for purchase at [susanalexandra.com](#) as well as at her store in New York City, located at 33 Orchard Street. With only a limited quantity available, ice cream enthusiasts are encouraged to indulge their sweet tooth and secure their piece of wearable art in celebration of National Ice Cream Day. Looking for another way to celebrate? Order ahead in the [BR App](#) from July 21-27 and save \$5 off any order of \$20+ with code SEIZETHEYAY or scan your BR App coupon to redeem in-shop*.

To learn more about Baskin-Robbins' premium ice cream flavors and frozen desserts, visit [www.BaskinRobbins.com](#) or follow along on [Instagram](#), [TikTok](#), [Twitter](#) and [Facebook](#). Download the BR App.

*Offer valid on orders \$20+ pre-tax only at participating U.S. Baskin-Robbins locations. Expires 7/27/2024. Exclusions, terms & conditions apply. ©2024 BR IP Holder LLC.

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About Baskin-Robbins

Baskin-Robbins, founded in 1945, is the world's largest chain of ice cream specialty shops, with more than 7,700 retail shops in 33 global markets. Baskin-Robbins is part of the Inspire Brands family of restaurants. For more information, visit [BaskinRobbins.com](#) and [InspireBrands.com](#).

About Susan Alexandra

Susan Alexandra is a New York-based luxury jewelry designer known for her vibrant, handcrafted designs inspired by art, nature, and nostalgia. Each piece is meticulously crafted using a combination of traditional and contemporary techniques, resulting in wearable works of art that capture the imagination and spark joy.