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Be Rooted Joins Forces with PopSockets for a Limited-Edition Collection of Empowering Zodiac Phone Accessories
Black Owned Stationery and Gifting Brand Brings the Beauty of the Zodiac to Your Hands with the Newest Line of Expressive PopSockets



JANUARY 4, 2024 – [Be Rooted](#), the leading stationery and gifting brand, is joining forces with [PopSockets LLC](#), the industry leader in tech accessories, to launch a limited-edition collection of 12 zodiac inspired phone case grips that aim to celebrate women of color and personal expression ahead of Black History Month.

Celebrating diversity through lifestyle accessories, **PopSockets** is thrilled to collaborate with Be Rooted, a Black and Woman owned brand, and showcase the intentional and inclusive artwork with each design. Aligning with **Be Rooted**'s 2023 holiday collection, 'Written in the Stars', each **PopSockets** grip reflects the 12 astrology signs pictured on the brand's journals with reimagined visuals of each sign as Black and Brown women.

Be Rooted and **PopSockets** have a shared mission to create a positive impact for consumers as well as the overall health of the planet through their expressive lifestyle accessories. Both brands have been recognized as influential leaders bringing creative diversity to the forefront with transformative innovations that positively influence social

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and environmental change. To date, **PopSockets**' partnerships with leading nonprofits and impactful projects have reduced their carbon footprint and waste while using 99% recyclable and FSC-certified packaging. Similarly, **Be Rooted** follows a premium responsibility forested paper model, with all stationery products produced with high-quality FSC-certified paper to ensure products are ethically and sustainably sourced.

"I am excited to be partnering with PopSockets and expand the Be Rooted brand to be accessible right at the palm of your hands. Our Written in the stars collection reimagines zodiac signs in a modern and inclusive way allowing everyone to see themselves and is the perfect addition to any phone!" – Jasmin Foster, Founder and CEO of Be Rooted

The **Be Rooted x PopSockets** Collection will be available to purchase for \$9.99 starting on January 4, 2024 at [Berootedco.com](https://berootedco.com), [Target.com](https://target.com), Target stores nationwide, and [PopSockets.com](https://popsockets.com)

Hi-res images of the **Be Rooted x PopSockets** Collection are available [HERE](#)

For all **Be Rooted** media inquiries, please contact First and Last PR:

berooted@firstandlastpr.com

For all **PopSockets** media inquiries, please contact 5WPR:

popsockets@5wpr.com

About Be Rooted

Weaving culture into every design and message, **Be Rooted**'s collection of stationery and gifting products encourage and motivate women of all backgrounds to express themselves and flourish as the best version of themselves. Founded in 2020 by former-Target Buyer Jasmin Foster, Be Rooted is on a mission to create a space for women of color to see themselves in the stationery they love. With a lineup of colorful journals, planners, writing instruments, and gifts designed by Black and Brown designers, by 2021 Be Rooted became the first and only Black-owned stationery brand available at retail giant Target and [Target.com](https://target.com).



About PopSockets

Launched in 2014 by former philosophy professor David Barnett, PopSockets makes empowering, expressive, and playful products that help people phone better. PopSockets has sold over 254 million phone grips in 75 countries and now has an expanding ecosystem of related products, including phone cases, wallets and mounts. PopSockets aims to become an eternal positivity machine--an enduring global brand that makes an increasingly positive impact on the health and happiness of the planet. In 2021, PopSockets was honored as one of Fast Company's World's Most Innovative Companies.