

Black & White Non-Alcoholic Beverages Drops Exclusive Merchandise with Jayesh Sachdev at the Indian Sneaker Festival 2025

An exclusive capsule drop by Jayesh Sachdev, the collection celebrates culture, connection, and the Magic of Sharing at India's biggest sneaker event.



India, 10th December 2025: Black & White Non-Alcoholic Beverages brought its signature community platform, 'Table For Everyone,' to the Indian Sneaker Festival this year, featuring an exclusive merch drop in collaboration with Jayesh Sachdev, a multi-hyphenate creator, artist, sculptor, designer, and creative entrepreneur. Held on December 6–7, 2025, the partnership blended craft, culture, and creativity, aligning seamlessly with the brand's core philosophy, the Magic of Sharing, while creating meaningful social interactions at one of India's fastest-growing cultural events.

The Jayesh Sachdev x Black & White Non-Alcoholic Beverages collaboration explores a high-energy black-and-white universe with the brand's iconic Scottish Terriers proudly at its centre, grounding the entire composition. Black & White Non-Alcoholic Beverages takes the lead as the driving force of the visual language, while the brand colours appear as playful sparks that keep the piece vibrant and dynamic. Built around the themes of celebration, connection, and fusion, the artwork imagines a world that feels alive, festive, and constantly in motion.

The limited-edition merchandise capsule includes jackets, T-shirts, bucket hats, tote bags, tumblers, sneakers, and more — all available exclusively at the Indian Sneaker Festival.

Speaking about the collaboration, Jayesh Sachdev said, *"I was truly thrilled to collaborate with Black & White Non-Alcoholic Beverages for this edition of the Indian Sneaker Festival.*

Bringing our creative worlds together allowed me to build something that felt bold, playful, and

rooted in a shared love for culture. The idea was to create a visual universe that celebrated connection and creativity with values that resonate deeply with me and with the brand.”

Varun Koorichh, VP Marketing, Portfolio Head Premium and Luxury, added, *“Collaboration is where magic happens — when diverse talents come together, ideas spark, and the brand truly comes alive. With Jayesh Sachdev, we didn’t just create merchandise, we created a visual celebration of culture and connection, enabled at Black & White's Non-Alcoholic Beverages Table for Everyone activation. At Black & White Non-Alcoholic Beverages, we believe in the Magic of Sharing, moments that bring people together, fuelling authentic stories and connections, and this partnership is a reflection of that.”*

Black & White’s Non-Alcoholic Beverages ‘Table for Everyone’ initiative offered attendees a refreshing escape, a place to converse, unwind, and discover new friendships. Whether it was exchanging sneaker stories, discussing streetwear inspirations, or simply enjoying a moment of quiet amidst the buzz, ‘Table For Everyone’ brought a human touch to a hyper-energetic cultural space.

With this collaboration, Black & White Non-Alcoholic Beverages deepened its commitment to creating meaningful, real-life experiences that blend cultural relevance with genuine connection celebrating the diversity, expression, and shared moments that define today’s culture.