Cadbury Brings Together Style and Generosity with "There's Magic in More"

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The new campaign steps out in style with LUAR, New York-based fashion brand, proving that chocolate is even better when there's more to share

HERSHEY, Pa., Sept. 10, 2026 /PRNewswire/ -- *Cadbury* believes life's most memorable moments often begin with a little extra thought, generosity and chocolate. To celebrate the launch of its new "There's Magic in More" campaign, *Cadbury* is bringing that belief to New York Fashion Week through a collaboration with fashion designer LUAR, debuting a crystal-covered clutch designed to hold and share *Cadbury* XL Bars. The limited-edition accessory offers a delightfully unexpected first look at the brand's largest U.S. campaign to date, a multi-year platform inspired by the idea that a little more thought, generosity and chocolate can transform everyday moments into something magical.

The Cadbury Clutch: A Sparkling Take on Generosity

Dressed in the brand's unmistakable jewel-tone purple, the *Cadbury* Clutch sparkles with gold accents and individually applied Swarovski crystals. Its crystal-covered flap took approximately eight hours to complete, while a concealed platinum-silver insulated interior helps keep *Cadbury* chocolate cool and ready for an unexpected moment of generosity. Only five clutches have been created, making each one a rare little reminder that sharing chocolate can be every bit as glamorous as it is delicious.

LUAR QUOTE: "*Cadbury's* focus on quality, detail and generosity mirrors my work," said Raul Lopez, Founder and Creative Director of LUAR. "From the silhouette and color to the hand-applied crystals, every element feels intentional and true to both brands. It is bold and beautifully crafted, but designed to be opened and shared."

Celebrating the Magic in More

The clutch is just the beginning. Through "There's Magic in More," *Cadbury* is celebrating the delightful difference a little extra can make. A little more thought. A little more generosity. And, naturally, a little more chocolate. For generations, *Cadbury* has been known for bringing a little more to every bite, from its signature creamy chocolate to generous ingredients crafted for sharing. "There's Magic in More" builds on that heritage, celebrating the idea that the same spirit of generosity found in *Cadbury* chocolate can inspire meaningful connections every day. Watch the 30-second Department of More hero film **HERE**.

Consumers will meet the wonderfully dedicated people behind every creamy bite through cinematic storytelling, social experiences and unexpected cultural moments – from ingredient specialists and chocolate makers to those entrusted with the very important responsibility of taste-testing. Together, their stories show how the brand's care, craft and generous spirit can turn an ordinary moment into something magical. The first chapter of "There's Magic in More" invites consumers into the Department of More, a world where thoughtful gestures, generous spirits and a shared piece of chocolate can spark something unexpectedly magical.

A Little More to Discover

Throughout New York Fashion Week, the *Cadbury* Clutch will travel from the runway to some of the city's most stylish moments, bringing a bit of *Cadbury* magic along with it. *Cadbury*, NYLON and LUAR are inviting fashion fans and chocolate lovers, alike, to discover how generosity can show up in unexpected places.

- **See it on the runway:** The *Cadbury* Clutch will make its runway debut at LUAR's Spring/Summer 2027 New York Fashion Week show on September 14. *Cadbury* CARAMELLO XL Bars will lead the New York Fashion Week activation, alongside DAIRY MILK XL, DAIRY MILK Fruit & Nut XL, CARAMELLO Sweetly Dark XL and CARAMELLO Miniatures.

- **Spot it throughout Fashion Week:** NYLON Editor-in-Chief Lauren McCarthy and content creator Tefi Pessoa will carry the *Cadbury* Clutch to the LUAR show, NYLON Nights and across New York throughout New York Fashion Week.

- **Pay it forward**: Through the *Cadbury* and NYLON Pay It Forward Sweepstakes, consumers can shine a spotlight on someone who gives a little more and share the story of how they brighten others' lives. Two selected nominees will each receive a custom LUAR-designed *Cadbury* Clutch, with matching clutches awarded to the people who nominated them — celebrating both the inspiring individuals and the people who make sure their stories are recognized. Enter here.

"At *Cadbury,* we believe the most memorable moments begin with a simple act of generosity, whether that's sharing a piece of chocolate or going the extra mile for someone else," said Eric Newton, Director, Premium Chocolate at The Hershey Company. "The *Cadbury* Clutch brings that belief to life in a delightfully unexpected way, combining beautiful craftsmanship, delicious chocolate and an irresistible invitation to open it up and share."

FAQs

What is *Cadbury* doing?
Cadbury is launching "There's Magic in More," its largest U.S. campaign to date and a multi-year platform celebrating how a little more thought, generosity and chocolate can make everyday moments magical.

The platform debuts at New York Fashion Week through a NYLON and LUAR collaboration featuring five limited-edition, insulated *Cadbury* Clutches designed to keep chocolate cool and ready to share.

What is the *Cadbury* Clutch?
The *Cadbury* Clutch is a limited-edition insulated handbag created by *Cadbury* in partnership with NYLON and LUAR Founder and Creative Director Raul Lopez. Only five clutches were created.

What makes the *Cadbury* Clutch unique?
The clutch features jewel-tone purple, gold accents, individually applied Swarovski crystals and a platinum silver insulated interior designed to keep *Cadbury* Chocolate cool.

Which *Cadbury* products will be featured alongside the clutch?

Cadbury CARAMELLO XL Bars, DAIRY MILK XL, DAIRY MILK Fruit & Nut XL, CARAMELLO Sweetly Dark XL and CARAMELLO Miniatures.

Where will the *Cadbury* Clutch appear during New York Fashion Week?
It will debut at LUAR's Spring/Summer 2027 show on September 14, with an additional appearance alongside NYLON Editor-in-Chief Lauren McCarthy and creator Tefi Pessoa at NYLON Nights on September 11.

Can consumers purchase the *Cadbury* Clutch?
No. The clutch will not be sold.

How can consumers get involved?
Consumers can participate through the Pay It Forward Sweepstakes by nominating someone who embodies generosity, with two selected nominees and their nominators receiving matching custom *Cadbury* Clutches. Entry, eligibility and timing details can be found here.

About The Hershey Company
The Hershey Company (NYSE: HSY) is an industry-leading snacks company with a purpose to make more moments of goodness and a vision to lead next generation snacking. Hershey brings together more than 20,000 employees worldwide to deliver delicious, high-quality products across more than 85 brands in approximately 65 countries, generating more than $11.7 billion in annual revenues.

Hershey brings its full portfolio to market as ONE Hershey, spanning confection, salty and functional snacking categories with beloved brands like *Hershey's*, *Reese's, Kisses*, KIT KAT®, *Jolly Rancher*, *Twizzlers* and *Ice Breakers*; salty snacks including *SkinnyPop*, *LesserEvil*, *Pirate's Booty* and *Dot's Homestyle Pretzels*; and a protein portfolio including *ONE* Brands and *Fulfil*.

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Gina Maruschak, email: gina.maruschak@mslgroup.com