

THE SMILEY COMPANY

WE ARE ALL ORIGINAL



ABOUT SMILEY

For five decades Smiley has been the brand of optimists, known for its iconic brand that unites a positive community. Born in 1972 to spread feel-good news, Smiley has become a leading graphic design icon, fostering connections through a creative message of positivity.

At the forefront of evergreen trends, from positive journalism to emphasising social and emotional learning, Smiley continues to make a significant impact on global culture.



The Smiley brand was founded by French journalist Franklin Loufrani, emerged from a feel-good news campaign across Europe's leading newspapers. For five decades, it has been a global force, shaping how we share joy through its iconic products.

Beyond being a brand, Smiley is embodying the spirit of a new generation of optimists. It has influenced music, social movements, popular culture, fashion and the pursuit of positivity through creativity.

Smiley is a spirit and a philosophy, serving as a timeless reminder of the profound power of a smile.

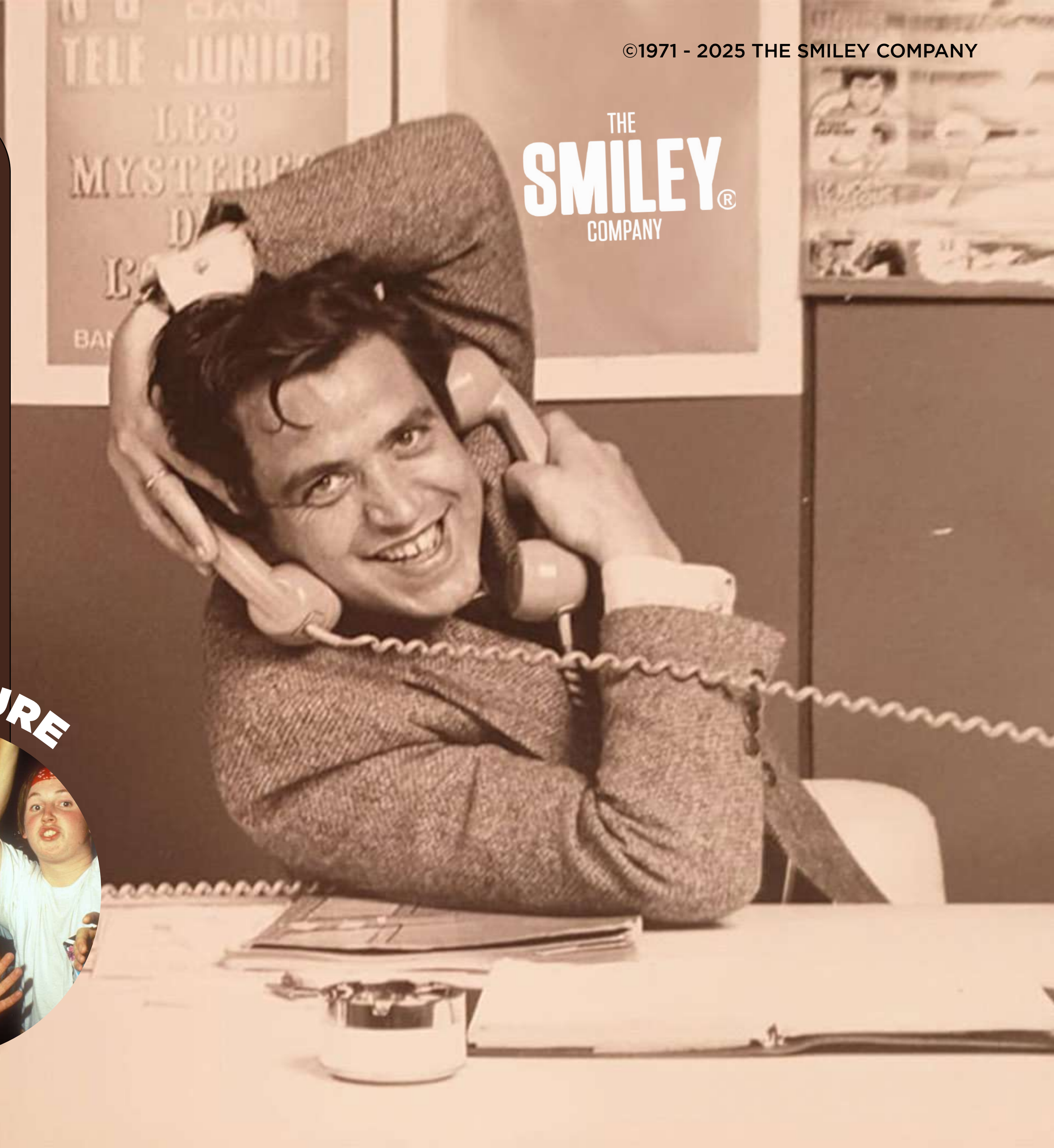
FIRST PUBLICATION OF SMILEY



SMILEY MUSIC CULTURE



THE
SMILEY®
COMPANY



CORE VALUES

Since it's inception The Smiley Company has championed a simple yet powerful idea, spreading joy. Guided by our core values, mission and vision, we've built a global movement rooted in meaningful collaboration and emotional connection.

POSITIVITY

COLLABORATION



STORYTELLING

CREATIVITY

VISION
VISION
VISION
VISION
VISION

Collaborating with partners to **innovate and engage** through the **co-creation of products and services** that **elevate happiness.**

MISSION
MISSION
MISSION
MISSION
MISSION

Spreading positivity and creating meaningful emotional connections.

2024 IN NUMBERS

450 GLOBAL BRAND
LICENSEES

30 BILLION
MEDIA IMPRESSIONS

\$363 MILLION
TOTAL RETAIL SALES

48% GLOBAL
BRAND
AWARENESS

26% GLOBAL
BRAND
LOVE

11,584
SKU'S SOLD

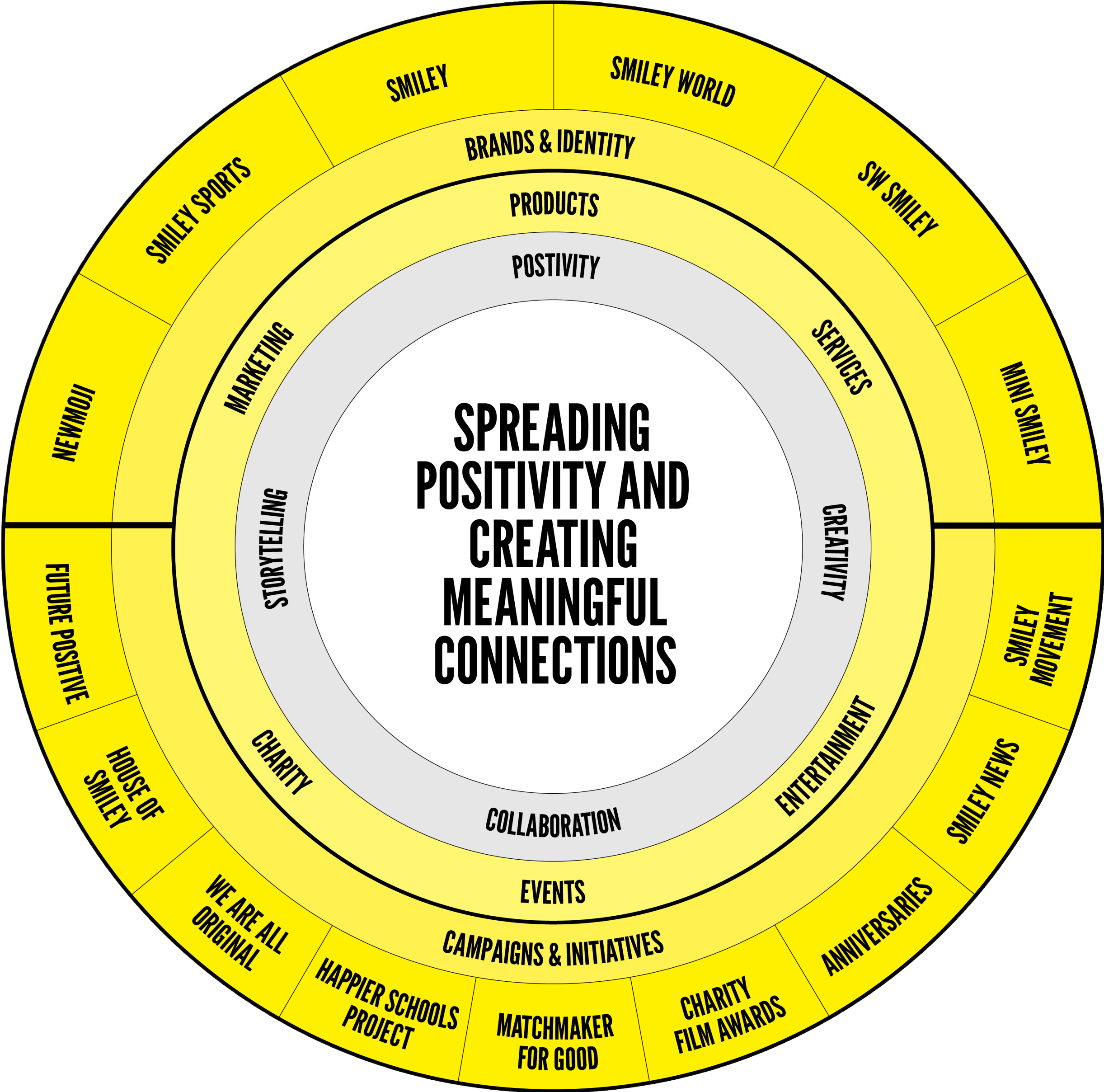
TOP
65
LICENSOR

605 MILLION
MEDIA REACH

30 MILLION
UNITS SOLD

SOLD IN
155
COUNTRIES

5.8 MILLION
FANS



● **WHY WE DO IT**

● **HOW WE DO IT**

● **WHAT WE DO**



BABY/ TODDLER



KIDS



YOUNG ADULT



ADULTS

We cater to all demographics and market trends thanks to our collection segmentation

SMILEY IS AN EVERGREEN LIFESTYLE BRAND

Our universal values can be tailored to your audience, offering exclusive concepts for a fresh, relevant edgenover competitors. Smiley is not a traditional IP; bringing concrete brand values and creative expertise to everything we do.

Ambitious, authentic, and forward-thinking brands can leverage the power of the smile to lead towards a defiantly optimistic future. The last 50 years of Smiley indicate that an authentic smile is something we can all rally around.

Smiley's vibrant and contemporary design development initiative embraces a trendy representation, blending the iconic brand with modern aesthetics and lifestyle elements. The strategy ensures recognisability while resonating with evolving audience preferences. Smiley as a Lifestyle Brand aims to establish a compelling, visually dynamic, and on-trend presence within the market place.





WE WORK WITH

LIKE MINDED COMPANIES



**WITH UNIQUE BRAND OFFERINGS TO CREATE PRODUCTS
AND SPREAD HAPPINESS**





A PROVEN
METHODOLOGY
TO CREATE UNIQUE PRODUCTS



We apply a unique, proven methodology to every partnership - blending our iconic brand DNA and deep category expertise with our partners products and unique brand offering.

We treat each project as a 360° opportunity to co-create culturally relevant, emotionally resonant products - driven by creativity, optimism, and long-term value for both partners and consumers.



OUR BRANDS



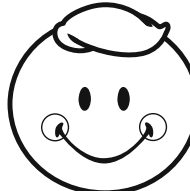
OUR BRAND OFFERING

WITH UNIQUE BRAND OFFERINGS FOR EVERY DEMOGRAPHIC

ADULT BRANDS



KIDS BRANDS



SMILEY®

1972: THE BIRTH OF THE FIRST BRAND PROMOTING POSITIVITY

Smiley has been spreading joy and optimism to generations since 1972. Originally a gesture to urge readers of the newspaper France-Soir to 'Take the Time to Smile', and now recognised as an iconic design brand.





PRIMARY DEMOGRAPHIC: ADULTS

From high-fashion collaborations and streetwear staples to lifestyle essentials and home décor, Smiley brings its signature positivity to every product.

The diverse portfolio spans luxury fashion, casual wear, accessories, homeware, beauty, tech, and food & beverage, with exclusive collections designed in partnership with the world's leading brands.

Whether it's a bold designer capsule, a must-have sneaker drop, or a trend-setting home collection, Smiley products inspire joy, creativity, and cultural impact.

THE SMILEY STORY

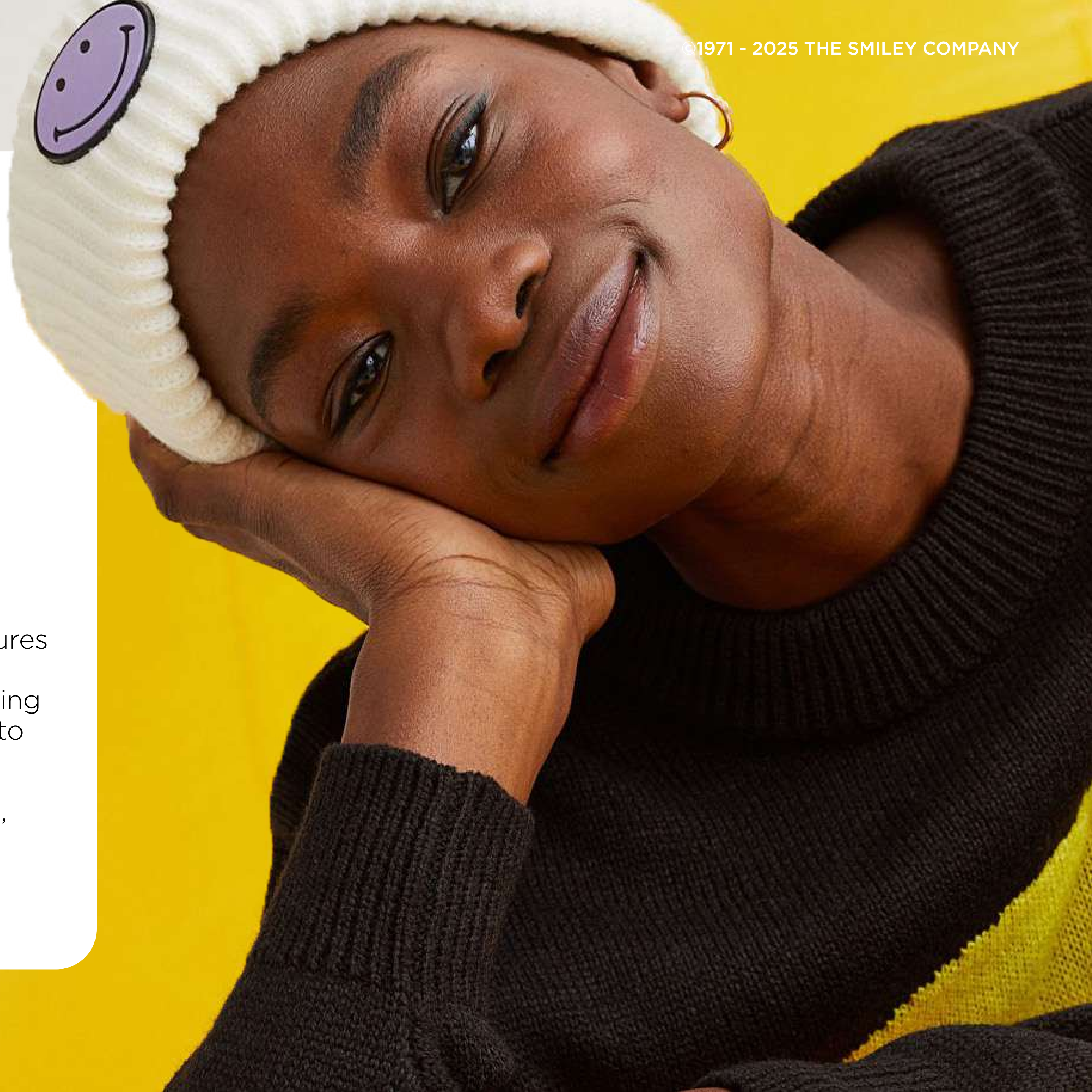


THE SUPERPOWER OF A SMILE

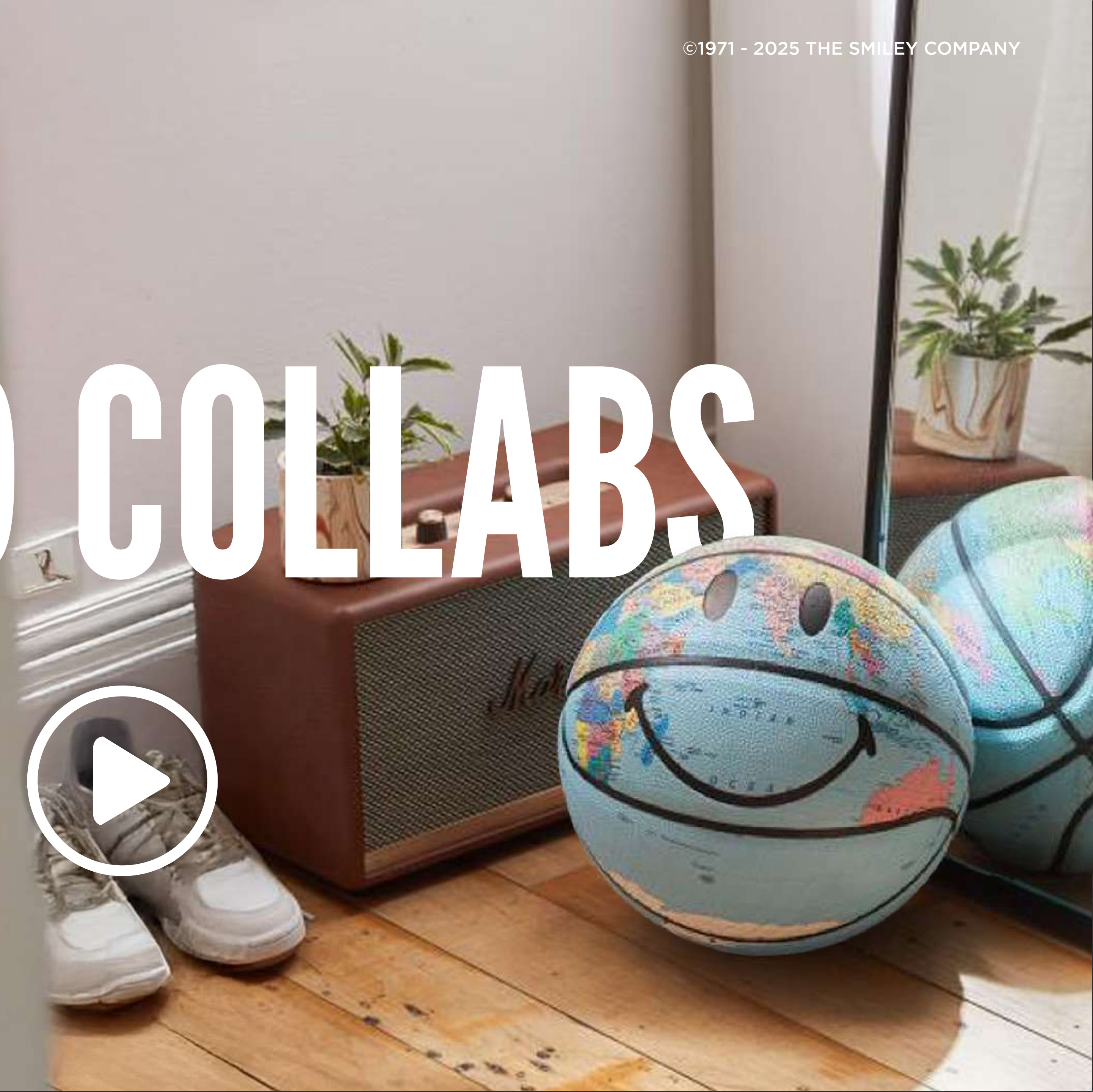
Tap into a superpower to help you and everyone live a longer healthier life – by spreading smiles!

2010 Wayne St University research project studied pictures of pre 1950s baseball players cards where the span of a smile in the photos predicted a span of their life - beaming smiling photos lived to an 80 year average, (compared to 72.9% for those who didn't smile in their pictures).

Smiling reduces the level of stress enhancing hormones, increase the level of mood enhancing hormones and reduce overall blood pressure.



BRAND COLLABS





THE SMILEY COMPANY

SMILEY Signature



core branded staples ____ for a modern world



SMILEY SIGNATURE HOME



©1971 - 2025 THE SMILEY COMPANY

Positivity POPs



SMILEY



SPORTSCRAFT 72 Smiley Smiley Originals. Established 1972.



SMILEY SCANDI HOME ACCESSORIES



DIGITAL DISRUPTOR

Style Guide
Adults/Unisex



Established
1972



SMILEY STYLE GUIDES

SMILEYWORLD®

1997: THE BIRTH OF THE FIRST IP COMING FROM A DIGITAL PHENOMENA

The market leader and the first lifestyle brand dedicated to emotional expression, The Original Smileys® is a creative universe filled with thousands of unique icons that make emotional expression easy and fun. Smileys provide a shortcut to understanding complex emotions and kickstarting meaningful conversations.



A DIGITAL REVOLUTION

Smileys helped revolutionise technology and language, instigating a digital trend that now sees billions of graphics sent every day to convey emotions in text.

Their legacy was a new brand made up entirely of thousands of icons and by turning this innovation into an artform, SmileyWorld continues to create engaging products and creating positive conversations for market-leading partners that provide a unique platform for self-expression.



THE SMILEYWORLD STORY



THE FIRST DIGITAL IP DEDICATED TO EMOTIONAL EXPRESSION

Smileys offer curated products with an emotional intelligence (EQ) focus to enhance understanding of individual emotions and their quick changes for both kids and adults.

SmileyWorld has encouraged people to express themselves through trend forward graphics used across wide variety of products. Creating a unique brand identity and engaging conversations everywhere.



SMILEYWORLD ICON STYLES



90S 3D



TECH



TOONY



FLAT TOONY



GLOSSY



SKETCHY



AI 3D

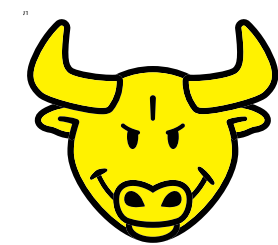


CHARACTERS

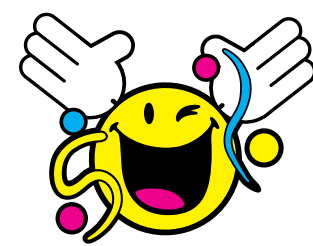


PIXEL

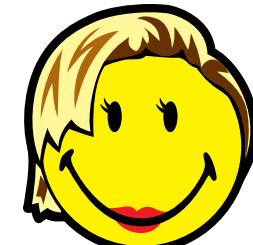
SMILEYWORLD ICON CATEGORIES



ANIMALS



CELEBRATION



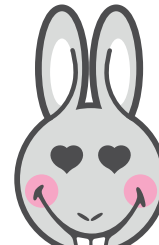
CELEBRITIES



CHRISTMAS



CLOTHES



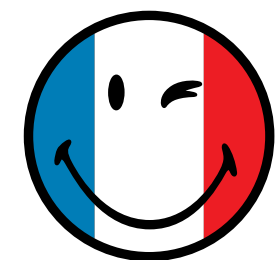
EASTER



EMOTIONS



FANCY



FLAGS



FLOWERS



FOOD



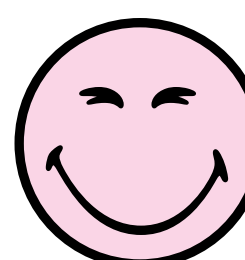
HALLOWEEN



IN ACTION



INSTRUMENTS



MOOD



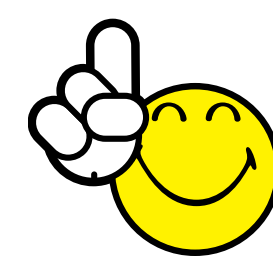
MOOD HANDS



NATIONS



NATURE



NUMBERS



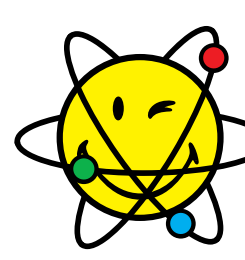
OBJECTS



OCCUPATIONS



PRIDE



SCIENCE



SIGNS



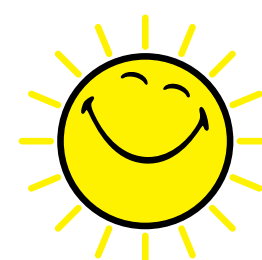
SPORTS



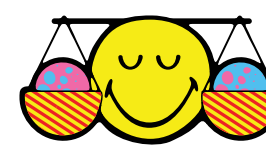
THE CHARACTERS



TRANSPORTATION



WEATHER



ZODIAC

OUR CHARACTERS

Originally created in 1989, Characters were designed as an extension the positive icons of SmileyWorld. Adding limbs, created a new exciting way for kids to interact and engage with the brand.

Going forwards, all of our SmileyWorld style guides will now include Characters as part of the exciting and fresh designs that Smiley Studio create each season.



NEW IN! NEW IN! NEW IN! NEW IN! NEW IN! NEW IN!

HAVE THE BEST DAY
GRAPHIC COLLECTION
UNISEX KIDS

SMILEYWORLD STYLE GUIDES

SMILEY WORLD® **HAPPINESS HAS ARRIVED** GIRLS

©1971 - 2025 THE SMILEY COMPANY

SUPER KAWAII
TWEEN GIRLS
幸福

SMILEYWORLD® HOME

90's FUN

SMILEY WORLD® **BOYS GRAPHIC COLLECTION**

NYC GOOD VIBES
GO FAST OR EAT DUST
SMILEYWORLD

SMILEY WORLD®

CTRL-ALT-CUTE
GIRLS GRAPHIC COLLECTION

2024: THE CREATION OF S.W.SMILEY & MINI SMILEY

Mini Smiley and S.W.Smiley have been added to represent a new direction for emotional expression. The new brands have been created to engage and excite specific age demographics using a collection of exclusive icons and unique designs born out of the original Smileys from 1997.

S.W.^{SMILEY}®

MINI
SMILEY[®]

S.W.^{SMILEY®}

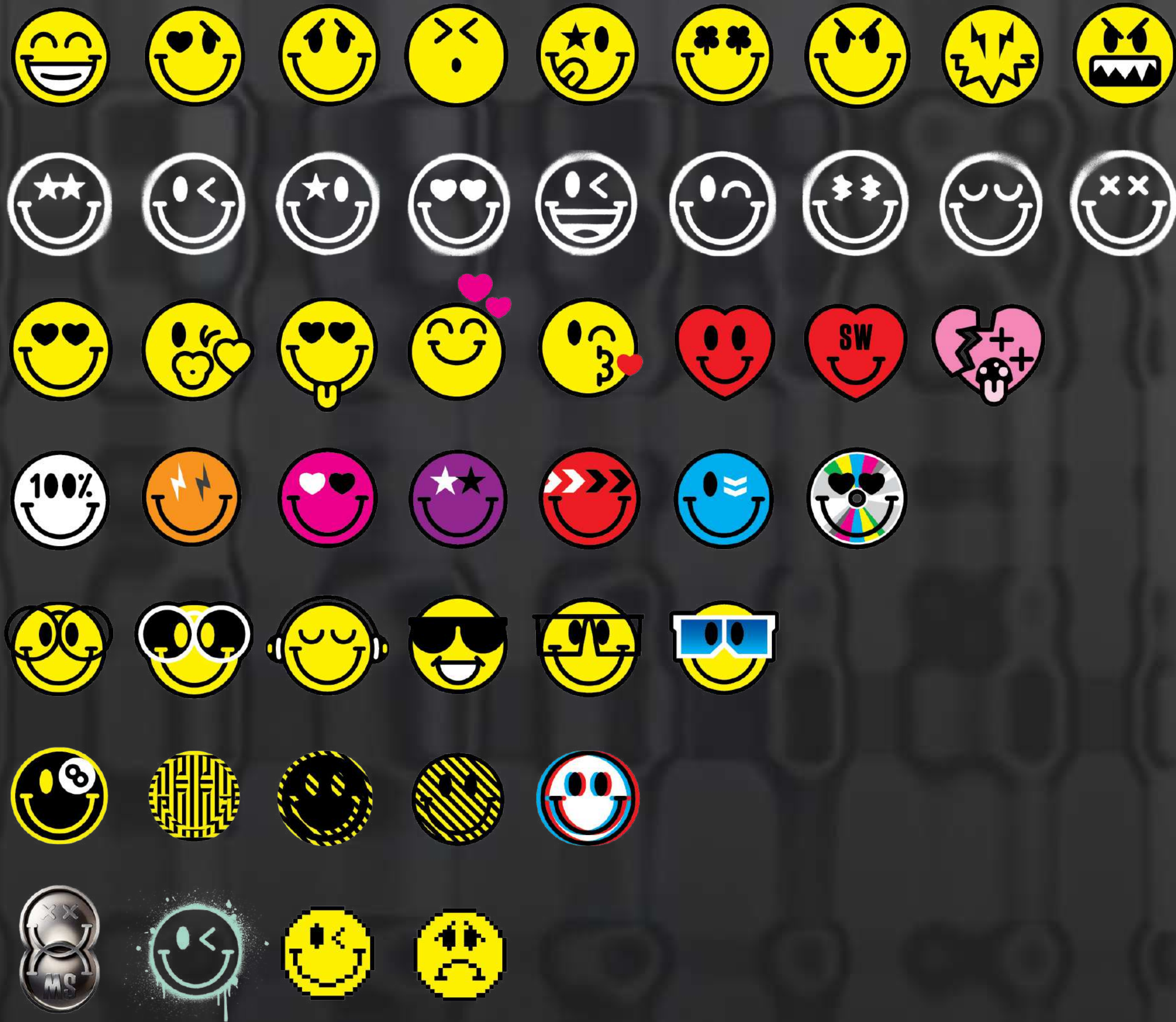
S.W.Smiley is a new hyper-expressive brand that breaks free from conventional norms, inspired by underground subcultures of the global streetwear scene. With hundreds of unique icons, it provides a gritty, defiant approach towards embracing the power of self-expression without compromise for young adults.

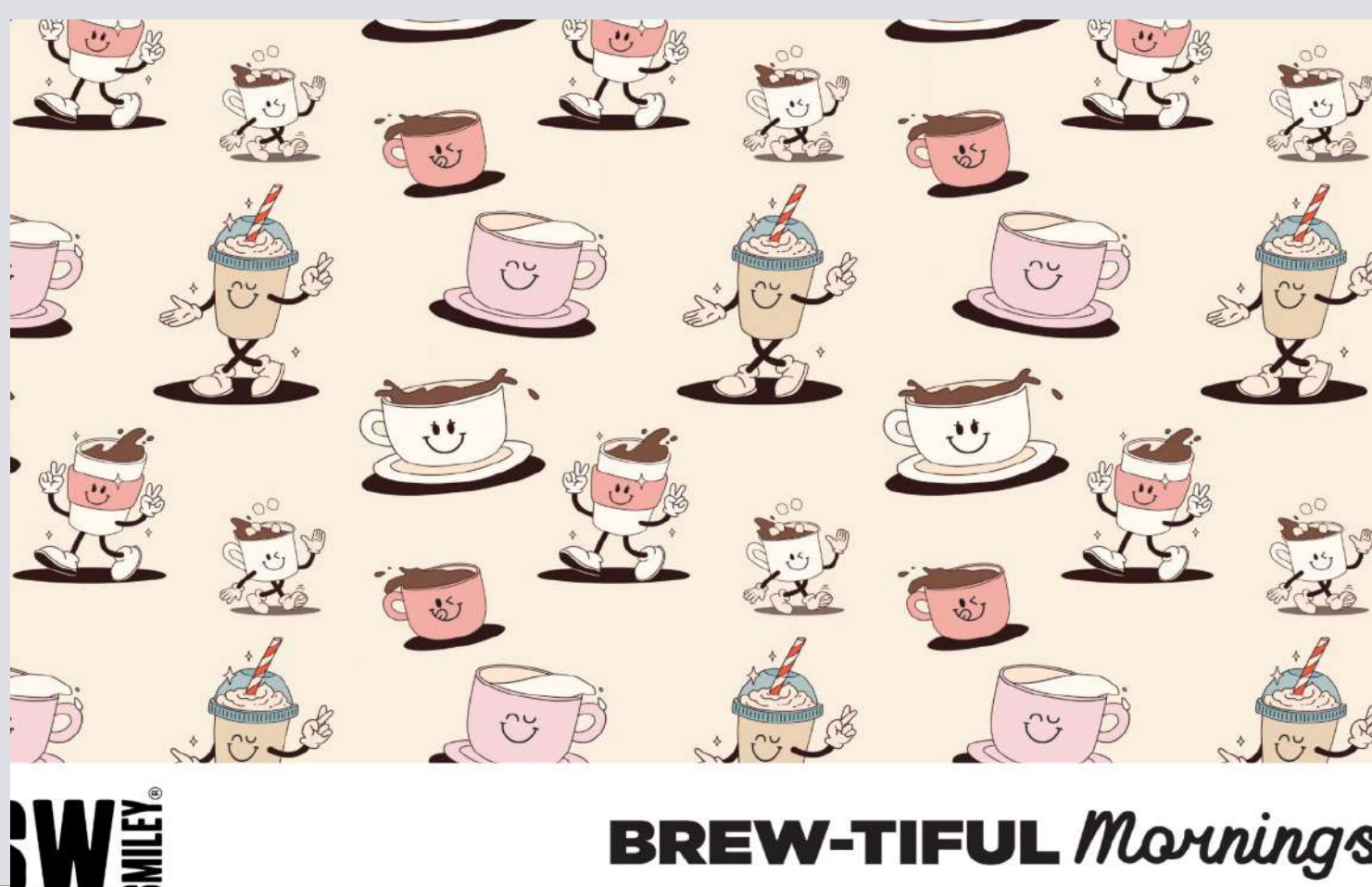
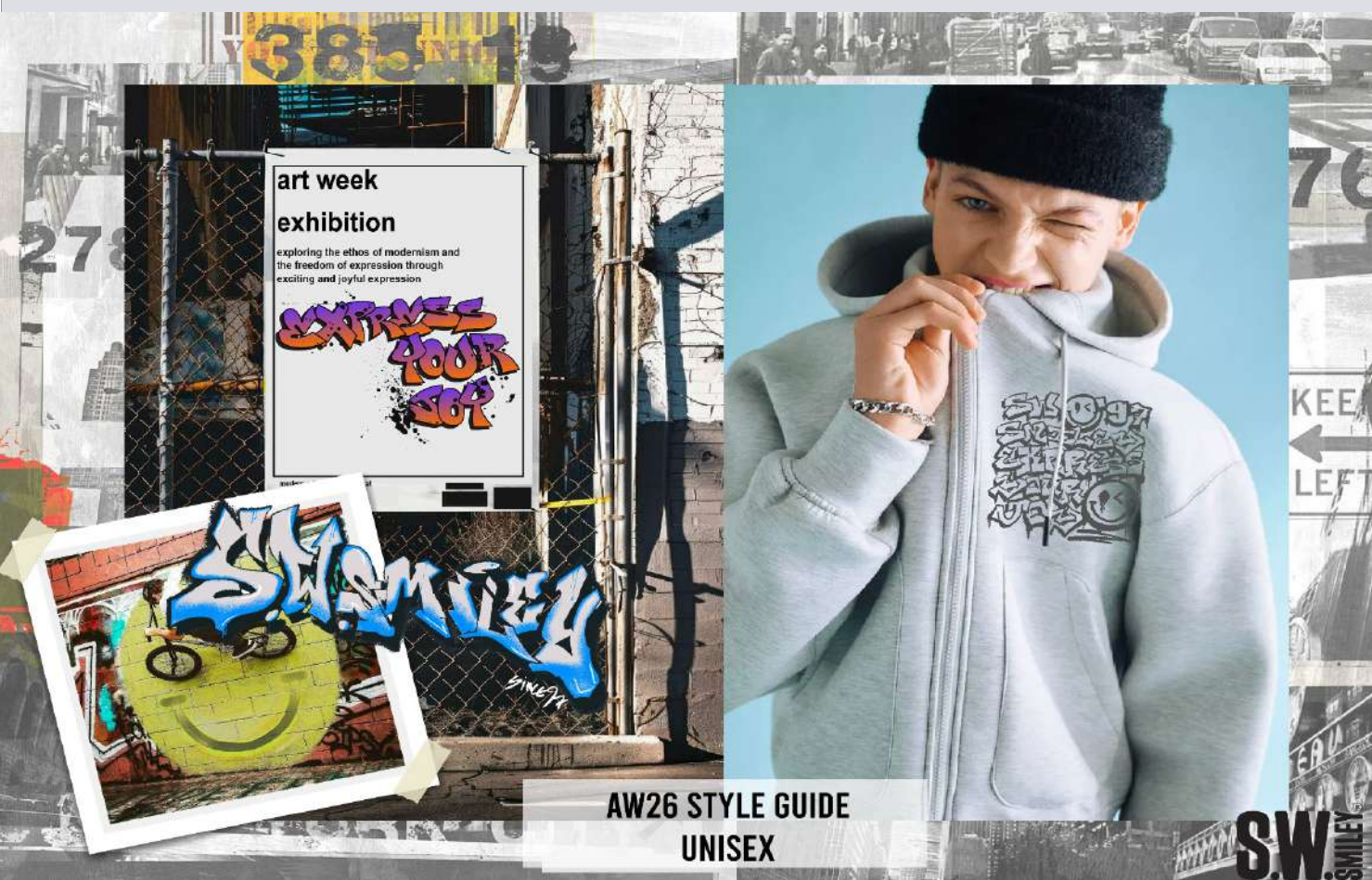


PRIMARY DEMOGRAPHIC: YOUNG ADULTS

The S.W.Smiley icons feature geometric patterns and icons that are more adult in their themes, providing a more geometric NU style that speaks more to youth culture and Gen-Z audiences.

The focus is on innovative and dynamic designs that capture and express the social mood through key market trends, connecting with communities and adults.





S.W.SMILEY STYLE GUIDES

MINI SMILEY®

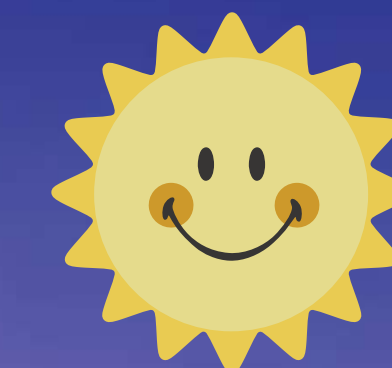
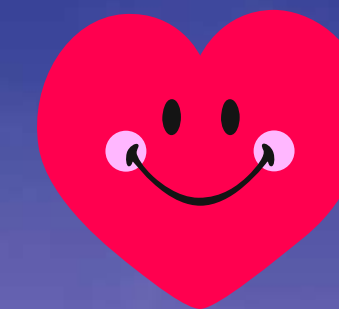
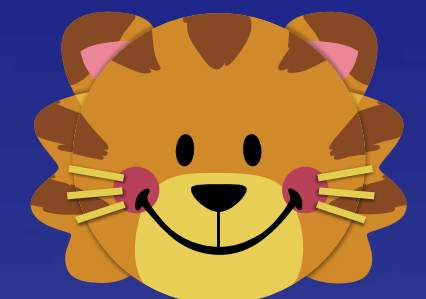
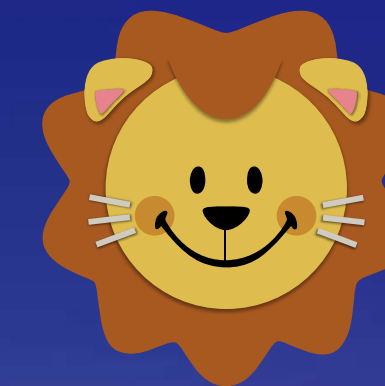
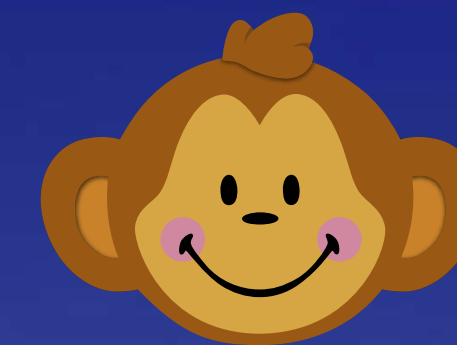
Inspired by the rich music history of Smiley, Mini Smiley is a colourful world powered by happiness and emotional bonding for babies and pre-school children. Utilising music and play, it helps children unlock their inner Smiley by encouraging them to nurture their imagination and celebrate the power of emotional intelligence.



PRIMARY DEMOGRAPHIC: PRESCHOOL AND BABY

Mini Smiley's icons have been developed to become fully fledged characters, utilising a rich and vibrant colour palette, with smaller proportions and iconic rosy cheeks. They feature baby icons, animals, planets, nature and much more.

These icons have been developed to appeal to younger audiences as they identify and explore emotions.





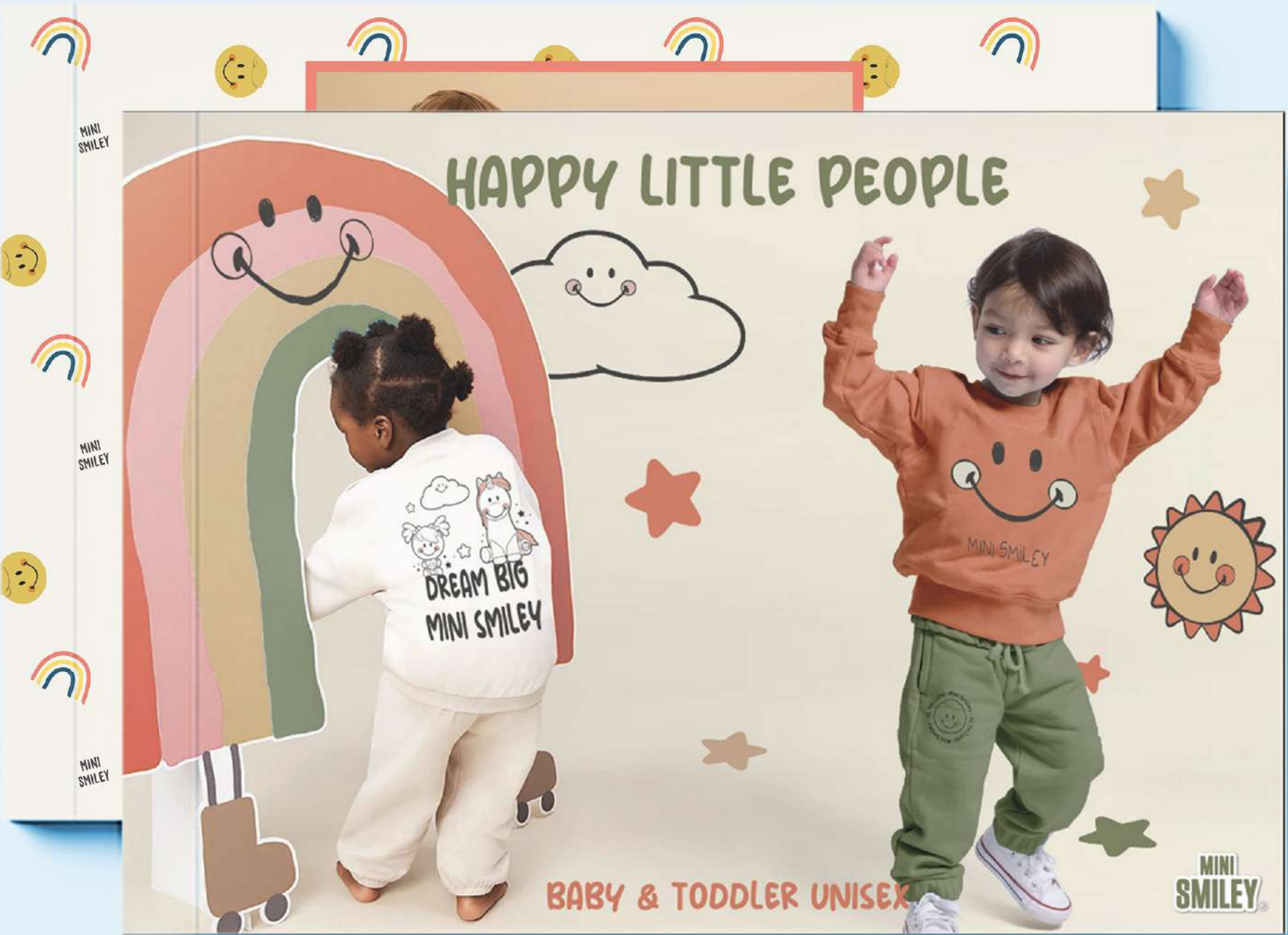
MINI
SMILEY

HAPPY LITTLE PEOPLE - BOYS



MINI
SMILEY

PLAYFUL MINIMALISM



MINI
SMILEY

BRIGHTEST YOUNG THINGS - GIRLS

MINI SMILEY STYLE GUIDES

MARKETING INITIATIVES



OUR MARKETING OFFERING

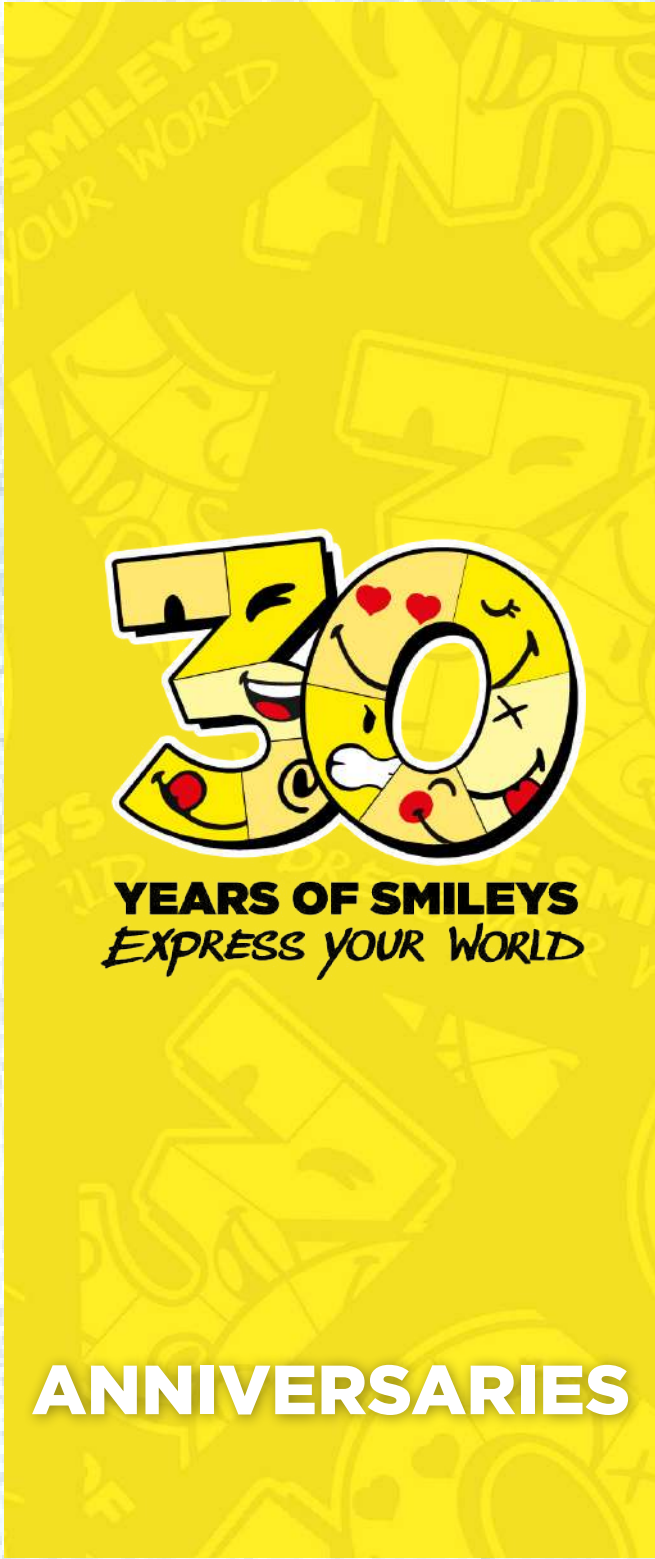
We offer a range of marketing services to support our partners, enhancing brand visibility, driving consumer engagement, and maximising market impact.

By leveraging digital innovation, social media, influencer partnerships, and retail activations, we craft powerful marketing campaigns that align with our partners objectives and resonate with their target audiences.



OUR RANGE OF MARKETING SERVICES

Our campaigns include:



SMILEY MARKETING FUND

Our marketing team invests 100% of the Smiley marketing fund to create digital content showcasing products, the lifestyle, whilst bringing our brand values to life.

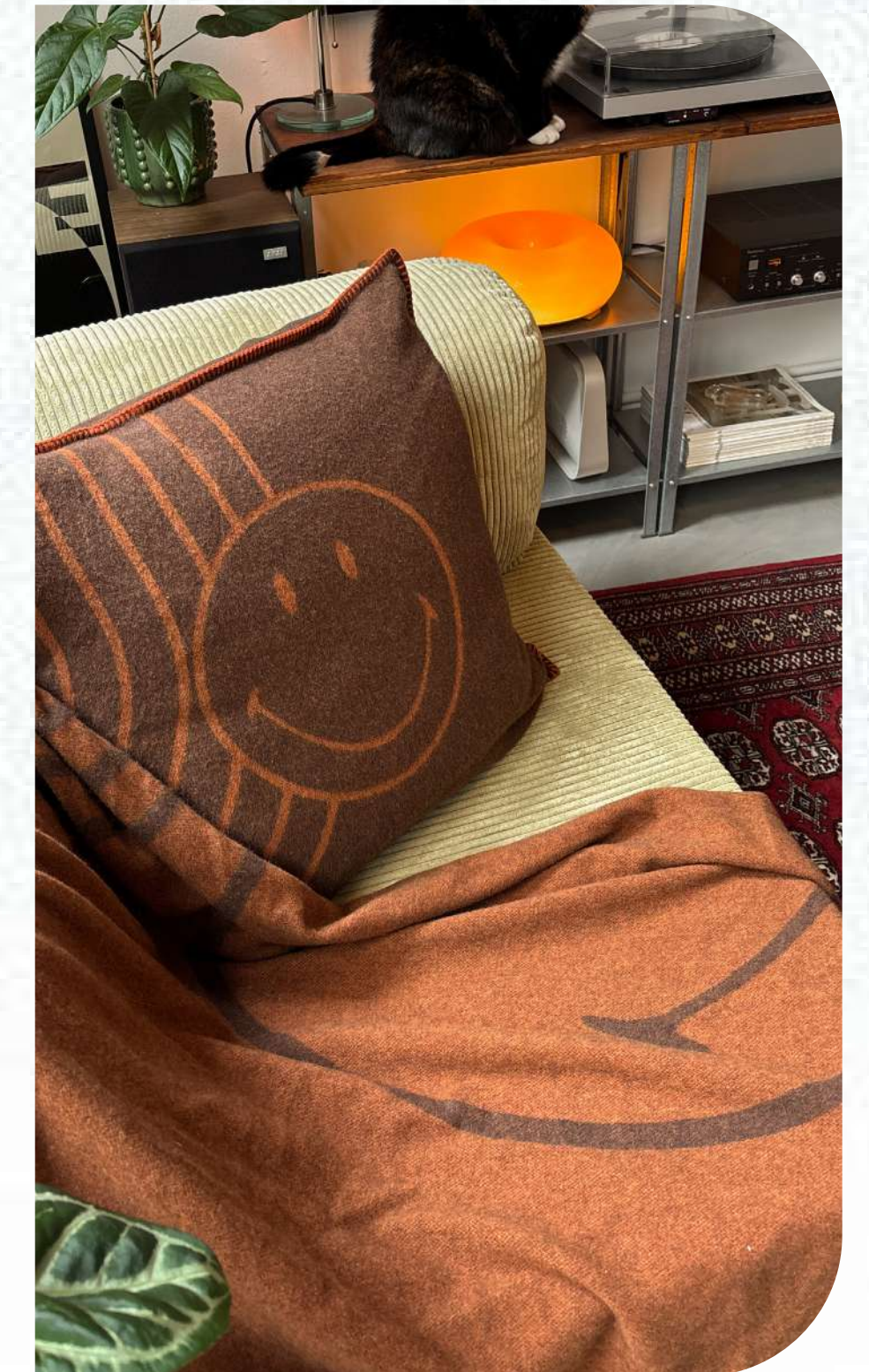
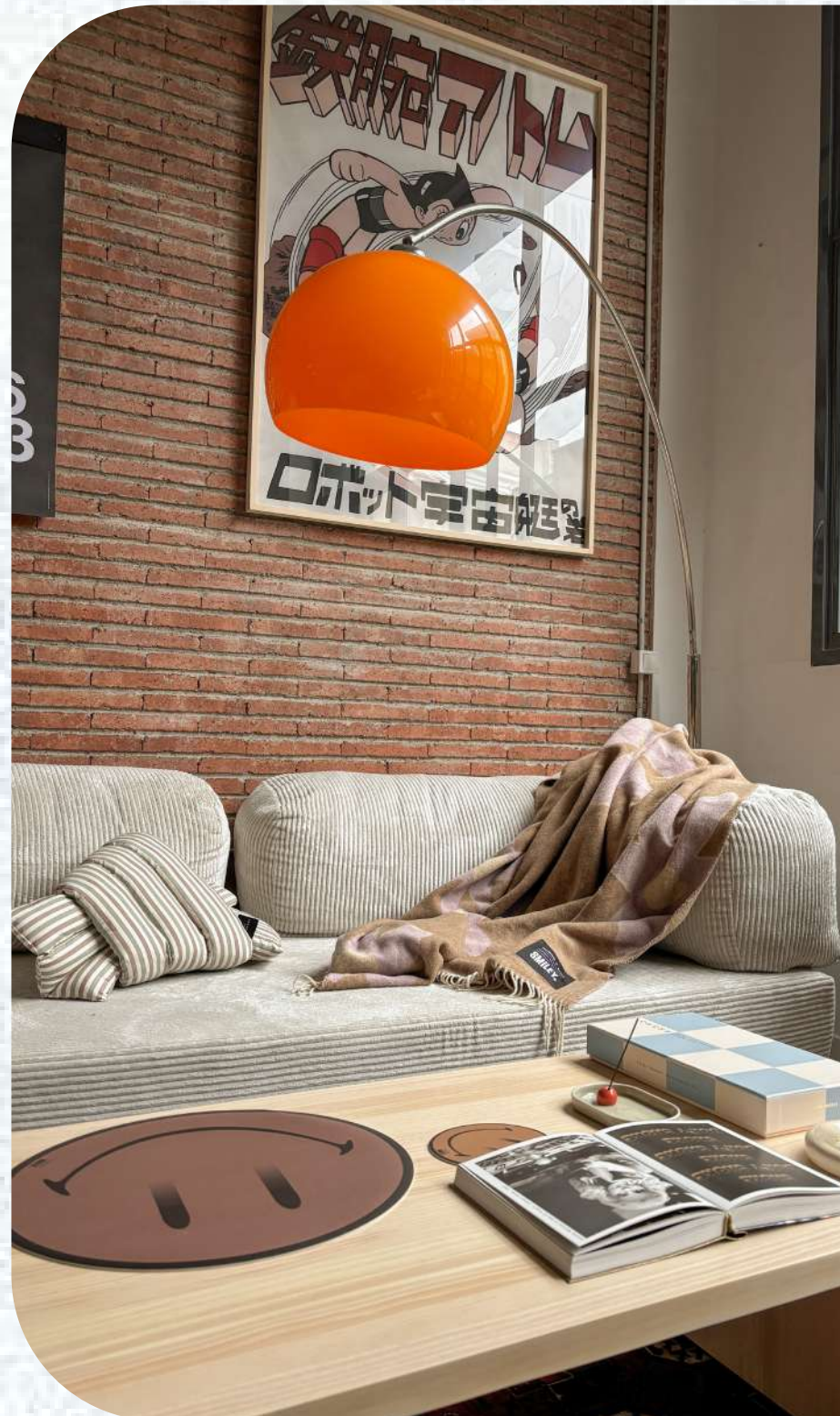
We work with talents to engage the public with storytelling and slogans that resonate with their aspirations while spreading positivity.

Creative expression across multiple initiatives.



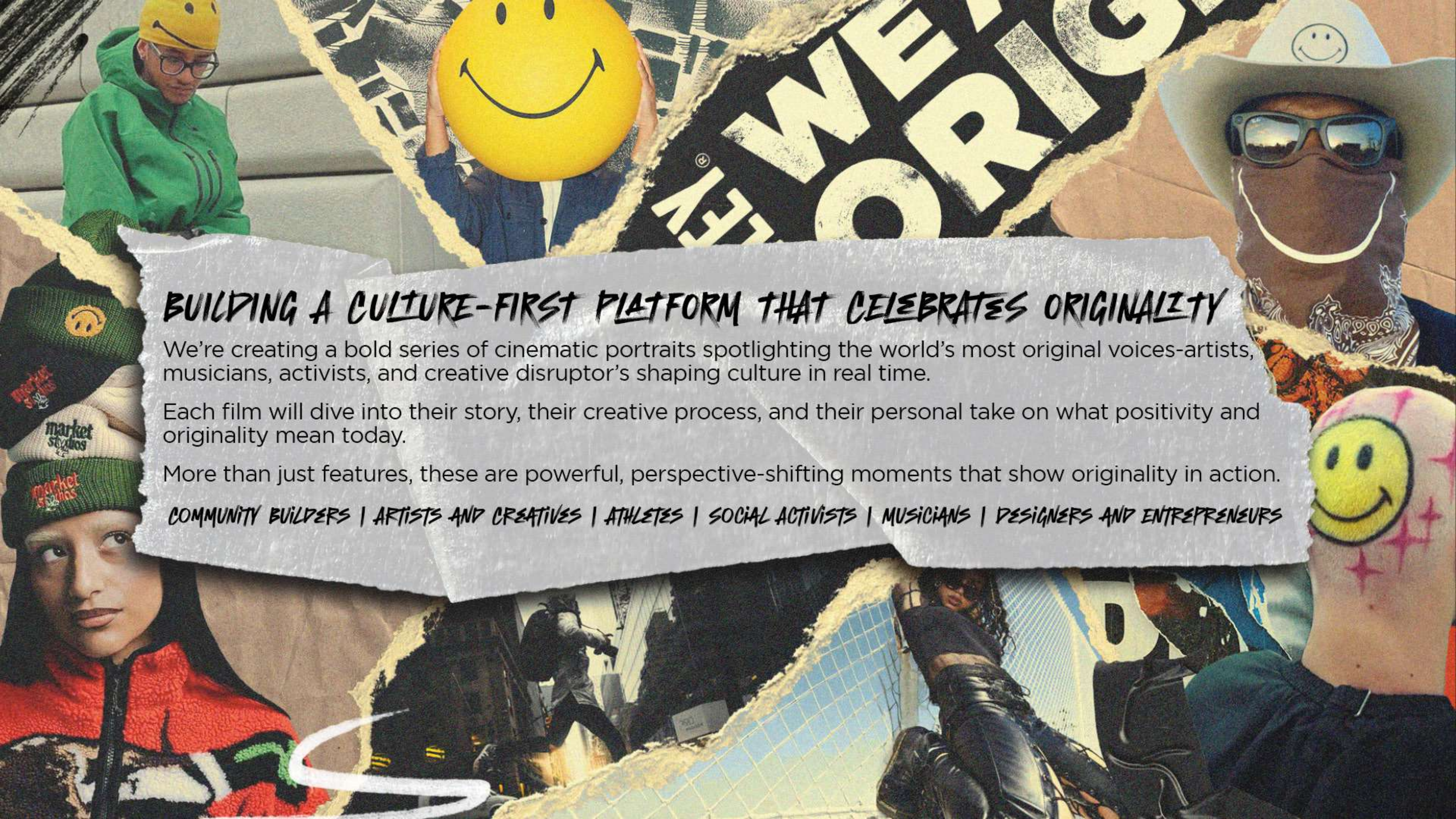
INFLUENCERS

Influencer collaborations are a key driver of brand engagement. We support our brand partners with carefully selected influencers, celebrities, and brand ambassadors who authentically represent their values and drive consumer reach.



The Smiley logo, featuring the word "SMILEY" in a bold, black, sans-serif font, with a registered trademark symbol (®) to the upper right of the letter "Y". The logo is set against a white background with a thin black border.

**WE ARE ALL
ORIGINAL**



BUILDING A CULTURE-FIRST PLATFORM THAT CELEBRATES ORIGINALITY

We're creating a bold series of cinematic portraits spotlighting the world's most original voices-artists, musicians, activists, and creative disruptors shaping culture in real time.

Each film will dive into their story, their creative process, and their personal take on what positivity and originality mean today.

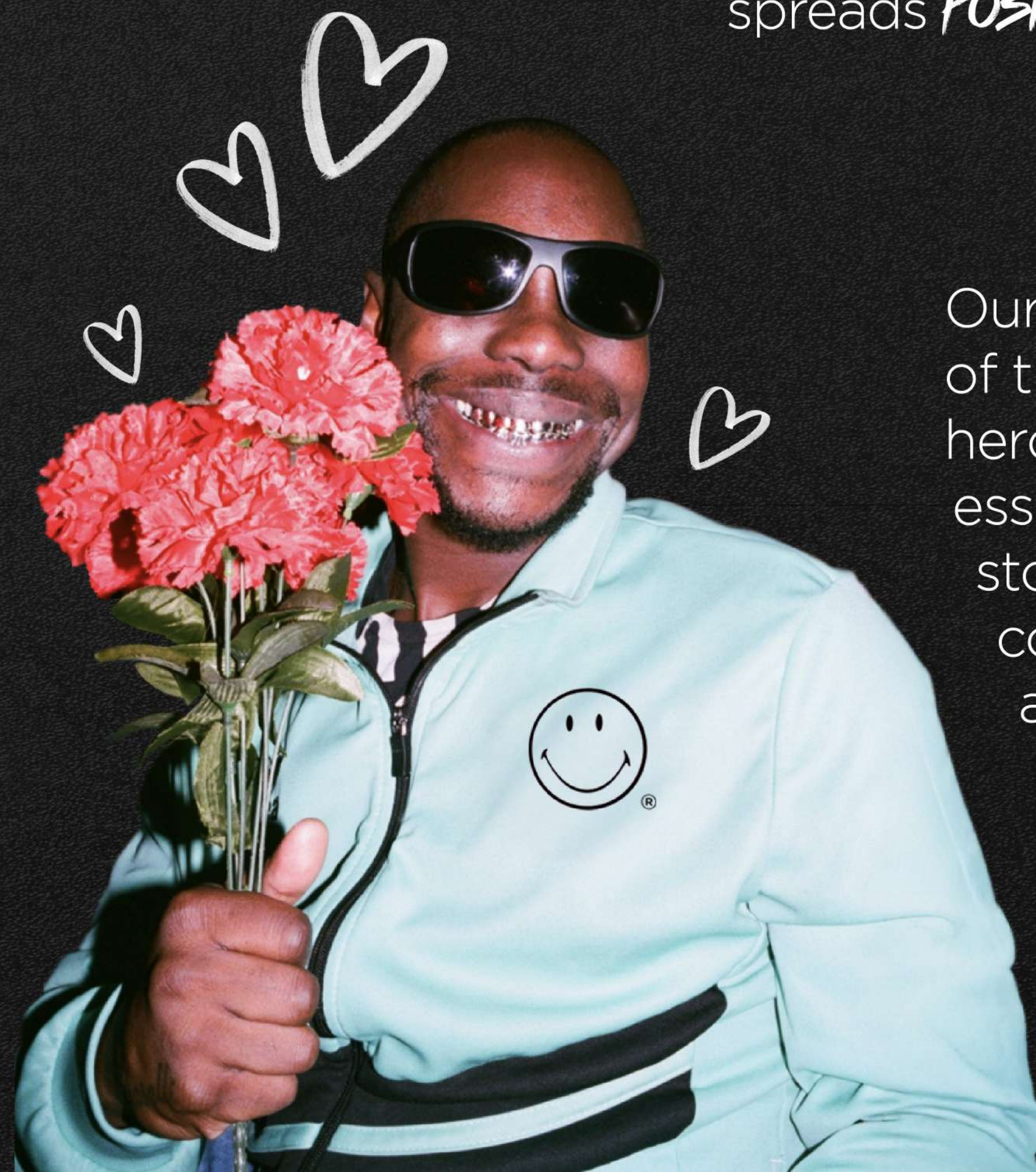
More than just features, these are powerful, perspective-shifting moments that show originality in action.

COMMUNITY BUILDERS | ARTISTS AND CREATIVES | ATHLETES | SOCIAL ACTIVISTS | MUSICIANS | DESIGNERS AND ENTREPRENEURS



Through Smiley's platform, we're launching a global call to discover and celebrate **CREATIVE CHANGE MAKERS-ARTISTS, ACTIVISTS, INNOVATORS,** and **CULTURAL DISRUPTOR'S**-who are reshaping how we see and express the world.

At the heart of the campaign are our **HERO FILMS** that spotlight bold, emerging voices-setting the tone



for the creative movement we're building. It's all about championing bold **EXPRESSION** that sparks **CREATIVITY**, spreads **POSITIVITY**, and inspires **ACTION**.



Our brand partners are a key part of this campaign. Alongside our hero films, your brand will play an essential role in bringing the wider story to life-through co-created content, behind-the-scenes access, and meaningful activations. This is your opportunity to engage your full community, from brand leaders to audience members, in an opportunity that focuses on WHO you are as a brand.

HOW CAN YOUR BRAND BRING ORIGINALITY TO LIFE?

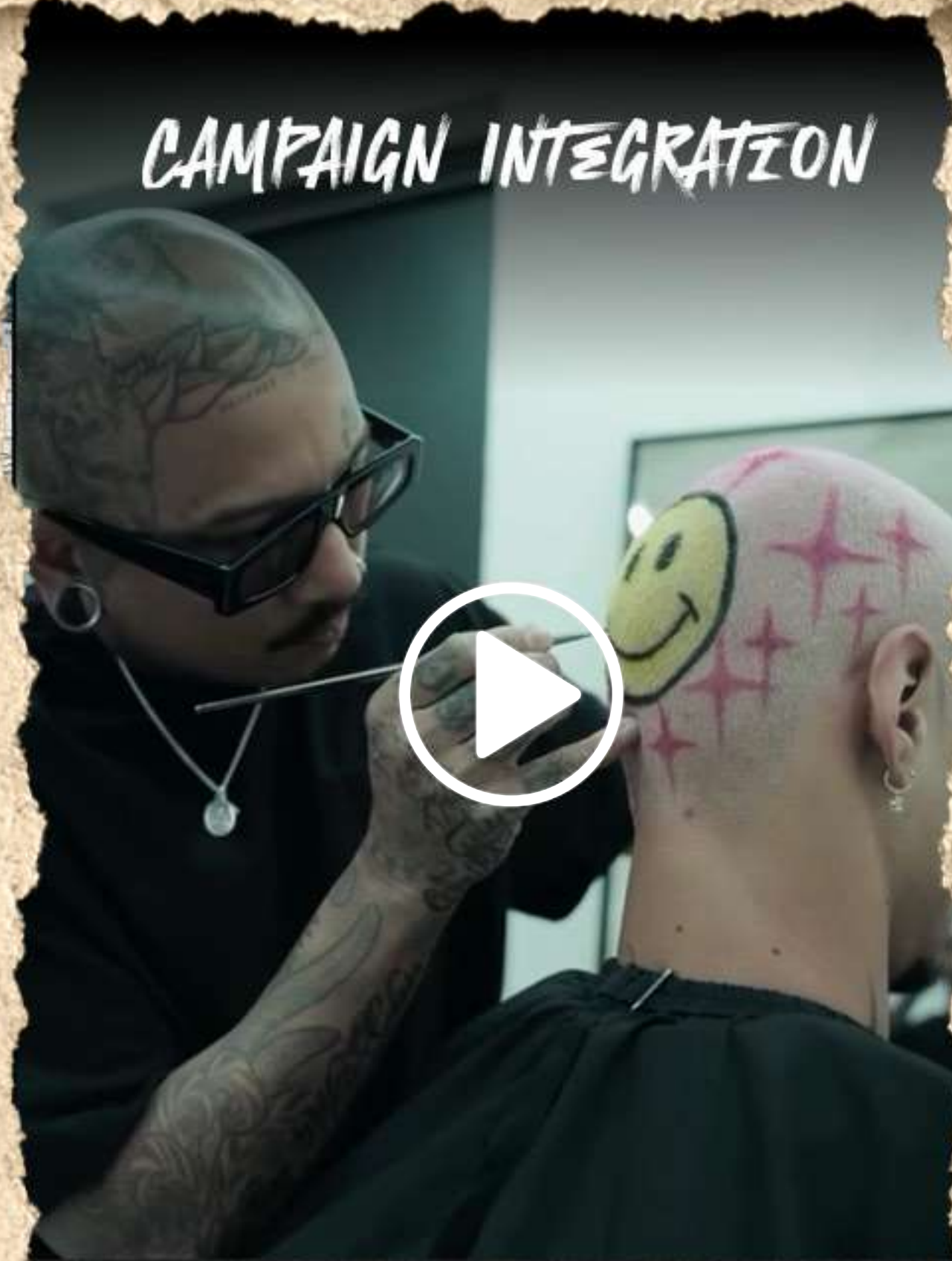
Let's connect for ideation and tailor your involvement to fit your brand's voice and timing.

STREET TALKS



A simple, low-lift way for your brand to connect with authentic voices and everyday perspectives.

CAMPAIGN INTEGRATION



From hashtags to campaigns and influencer content, make this platform part of your brand story with our help.

BRAND LEADER



Showcase a team member who embodies your brand's originality, we'll help tell their unique story.

NOMINATE YOUR COMMUNITY



Nominate a changemaker who reflects your brand's values, we'll help bring their story to life.

ONE HOUSE. MULTIPLE DESTINATIONS. ENDLESS SMILES.



INGREDIENTS TO HOUSE OF SMILEY

House of Smiley is a global initiative born from the iconic Smiley brand, crafting immersive experiences that blend art, music, and fashion into vibrant, unforgettable events. It's all about fostering a sense of community, spreading joy and positivity, and creating an inspiring escape where people can truly have fun and party.

Each location transforms into an energetic, playful, uplifting space filled with curated activities from wellness and fashion to parties and content creation offering a unique blend of celebration and purpose.



INFLUENCERS



LOCATION



THE HOUSE



PRODUCTS



ACTIVITIES & EVENTS

A collection of colorful, smiley-themed stationery and craft supplies. The items include a gift wrapped in paper with a pattern of various colored smiley faces, tied with a blue ribbon. Next to it is a blue folder or notebook with a large smiley face sticker, a crumpled white paper ball, and a small card with colorful letters. A blue pencil with a smiley face pattern lies vertically. In the foreground, there's a pink notebook with three large smiley face stickers, a pink eraser with a smiley face, a small pink plush toy with a smiley face, and several other small items like a yellow smiley face button, a pink eraser, and a small pink pouch. The background is a plain white surface.

OUR RANGE OF SEASONAL CAMPAIGNS

Our campaigns include:





THE LUNAR NEW YEAR CAMPAIGN

SLITHERING INTO GOOD FORTUNE

New Year, new energy, new expressions! Last year, we celebrated Lunar New Year with a collaboration with Ryuji Kamiyama to bring in the Year of the Snake, at Beijing Taikoo Li Sanlitun.

We're always open to new ideas and creative to showcase opportunities around the world.

THE VALENTINES CAMPAIGN SPREADING THE LOVE

Love comes in all forms - from BFFs to self-love, and everything in between. We celebrate Valentines Day through joyful designs and mood-inspired gifts. Whether it's a hug, a heart, or a handwritten note, let's spread smiles and show love.



THE EASTER CAMPAIGN

CRACKING OPEN THE FUN

Easter is a time for fresh starts, feel-good moments, and sweet surprises. We're bringing the joy with playful designs, pastel moods, and spring-ready style that lets kids and families express themselves. Whether egg-hunting or brunching, we're here to make every Easter moment brighter.





BACK TO SCHOOL

IN EVERY MOOD

Because back to school isn't just about books and timetables-it's a rollercoaster of feelings, big dreams, and fresh starts.

SmileyWorld is here to turn every emotion into a style statement. With bold designs and mood-inspired fashion, we're making back-to-school shopping way more fun, so you can show up feeling true to you, no matter your mood!

HALLOWEEN CAMPAIGN

SPOOKY SEASON IN SESSION

Halloween is about turning up the fun - because spooky season should be full of expression, not just fright! From eerie-cute characters to bold, mood-lifting looks, we're helping kids, teens, and families celebrate.





THE HOLIDAY CAMPAIGN

THE HOLIDAY CAMPAIGN

UNWRAPPING THE MAGIC

Following the success of our previous holiday campaign, we are now exploring fresh opportunities to make 2025 even bigger and more impactful.

This year, we aim to collaborate closely with our partners on a dynamic 360° strategy - positioning Smiley and our partners as go-to destinations for holiday gifting.

While holiday retail represents a trillion-dollar industry, our vision extends beyond sales. We see this as a powerful opportunity to spread positivity and connect with global audiences - engaging families, trendsetters, kids, and teens alike.



CONTENT CHANNELS

GIFT GUIDE



COMPETITIONS



EVENTS



We're implementing a range of dynamic tactics to connect with our audience and inspire them to choose The Smiley Company for their holiday gifting. From curated gift guides and immersive community competitions to our signature House of Smiley events, our goal is to create meaningful experiences that make our community feel engaged, valued, and excited about what we have to offer.

FUTURE POSITIVE

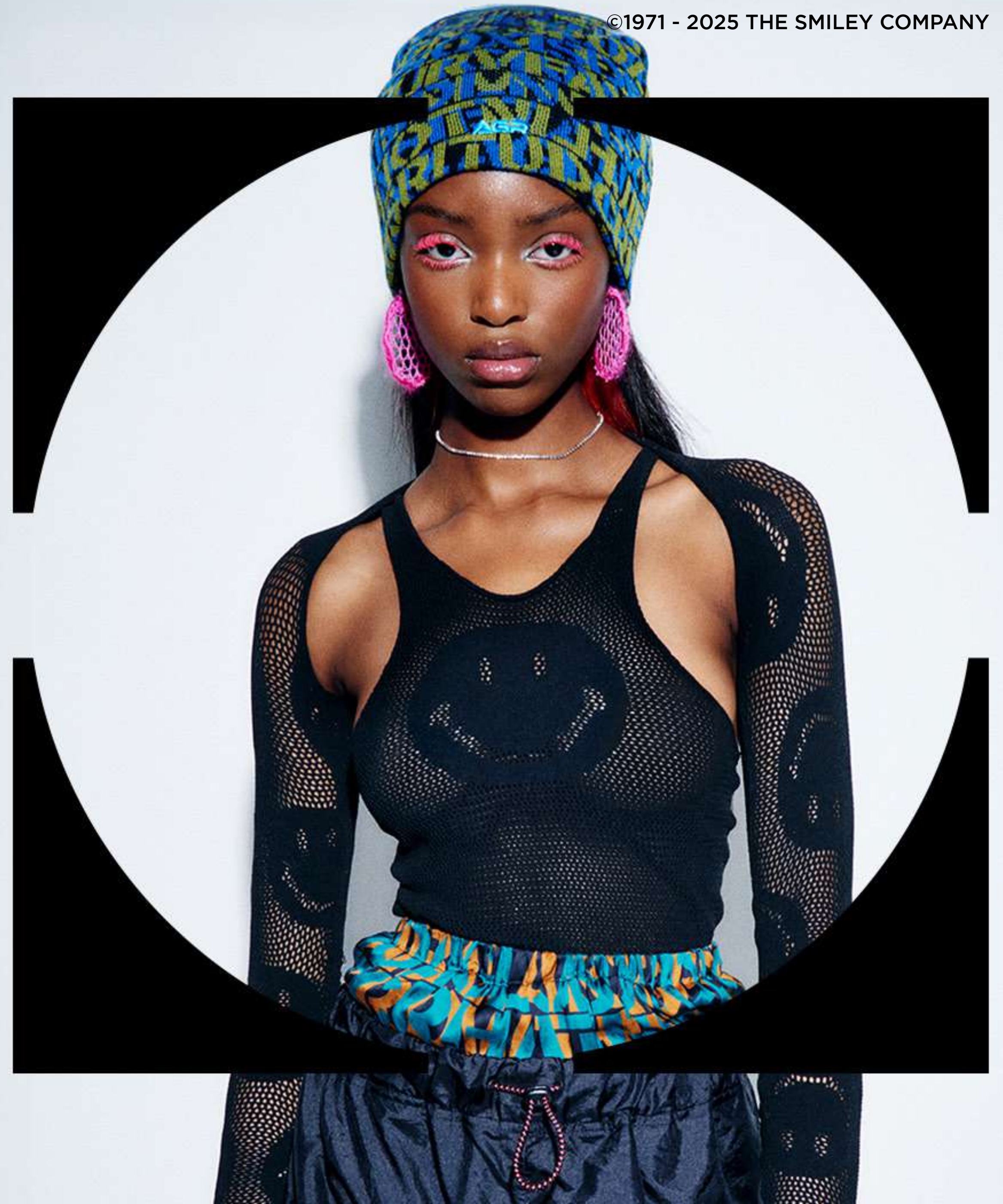




Future Positive is a collection of more sustainable products spanning a wide range of categories. Each item in the Future Positive line is created in partnership with manufacturers who share our values: those embracing more responsible materials, lower-impact production methods, and innovative ways to reduce environmental harm.

This is more than just a product range - it's an evolving experiment. As an IP licensor, we're exploring how we can influence and improve the supply chains we touch. With every Future Positive collaboration, we aim to raise the bar on sustainability, replacing standard products with smarter, more thoughtful alternatives.

Smiley Future Positive is about progress, not perfection - and taking bold steps toward a brighter tomorrow.





Future Positive works with our partners and licensees to make different and make better. It is not a label or certification but a commitment to developing more sustainable products and promoting positive action.

All Future Positive products will incorporate recognised certifications such as FSC and OEKO-TEX, with clear and verifiable claims on packaging and marketing materials.

MADE DIFFERENT. MADE BETTER.



SMILEY[®] FUTURE POSITIVE CREATORS FUND

A THEORY OF CHANGE...

In 2023, we introduced the ground breaking **Smiley Future Positive Creators Fund**, a global initiative dedicated to supporting and mentoring innovative designers during prominent fashion weeks on their creative path towards sustainability.

The fund was born out of Smiley's Future Positive programme - sustainability initiative. It has been designed to assist emerging creators in transitioning towards a more ethical, responsible, and circular approach to design, sourcing, and manufacturing.

Each season, these designers will showcase their Smiley Future Positive collections at major international fashion weeks across the globe. This platform sets the stage for meaningful conversations with international press and media, amplifying the message of Future Positive!





CREATIVITY FOR THE GREATER GOOD

Empowering people to be the change.

We believe in hope. We believe in optimism.
We believe small actions can make a big impact.



ABOUT SMILEY MOVEMENT

At Smiley Movement, we believe in the power of hope and optimism to drive meaningful change. Our mission, Creativity for the Greater Good, shines a spotlight on people and organisations making a real difference in the world.

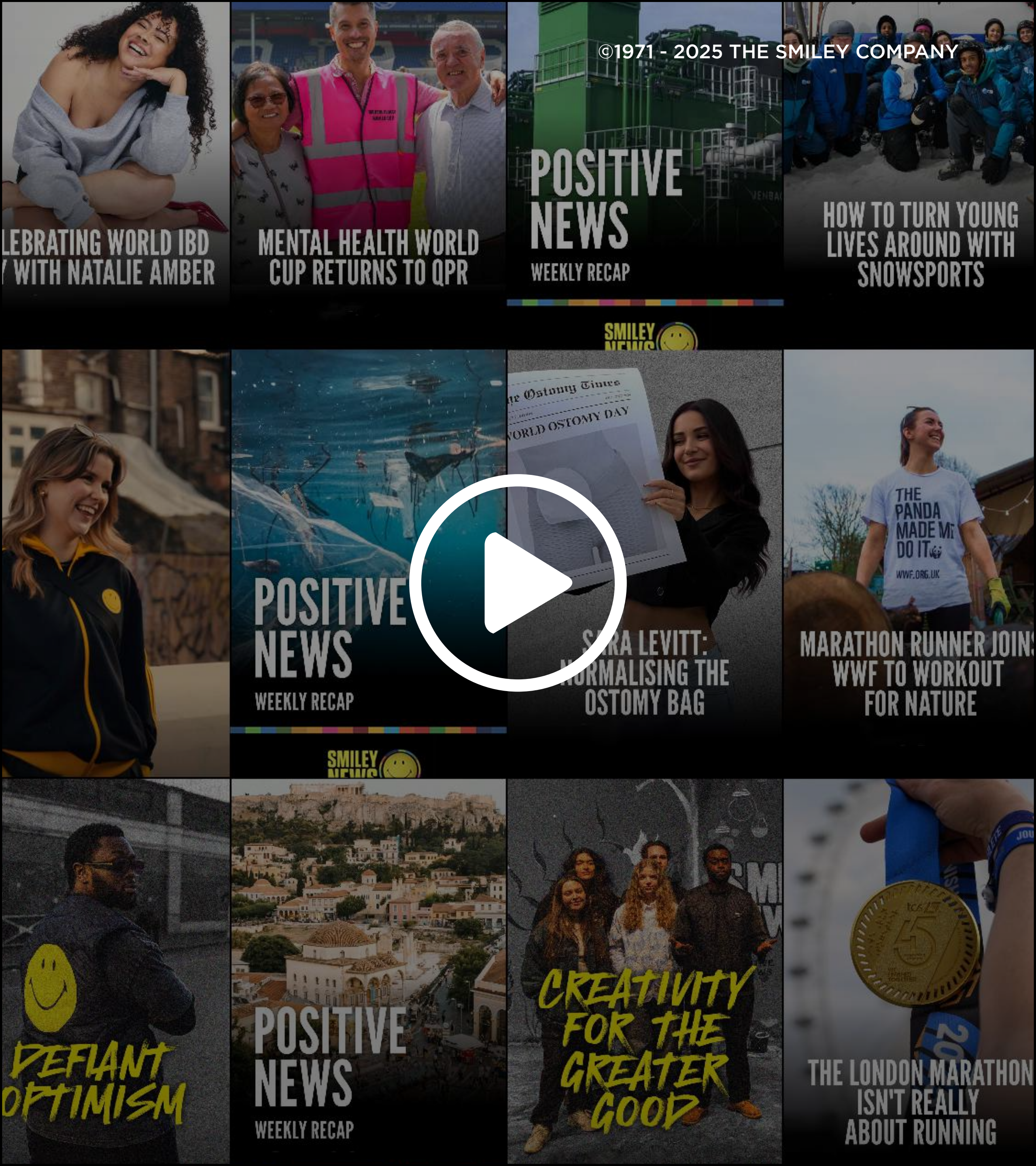
Our journey began in 1971 when Franklin Loufrani created Smiley to highlight positive news in France Soir newspaper. Decades later, his son Nicolas launched Smiley Movement as a non-profit platform empowering people to engage with and drive positive change.

We exist to spotlight those who are making a difference and to empower others to take action. Whether it's volunteering, donating, fundraising, or launching new initiatives, we believe in helping people find their own way to make the world a better place.



ABOUT SMILEY NEWS

Aligned with the UN’s Sustainable Development Goals and focused on apolitical, solutions-based journalism; through Smiley News, we champion the stories that uplift, empower, and inspire. With our positive news and solutions journalism, we bring you stories of innovation, kindness, and community impact—stories that show the world at its best and remind us that change is possible when we work together.

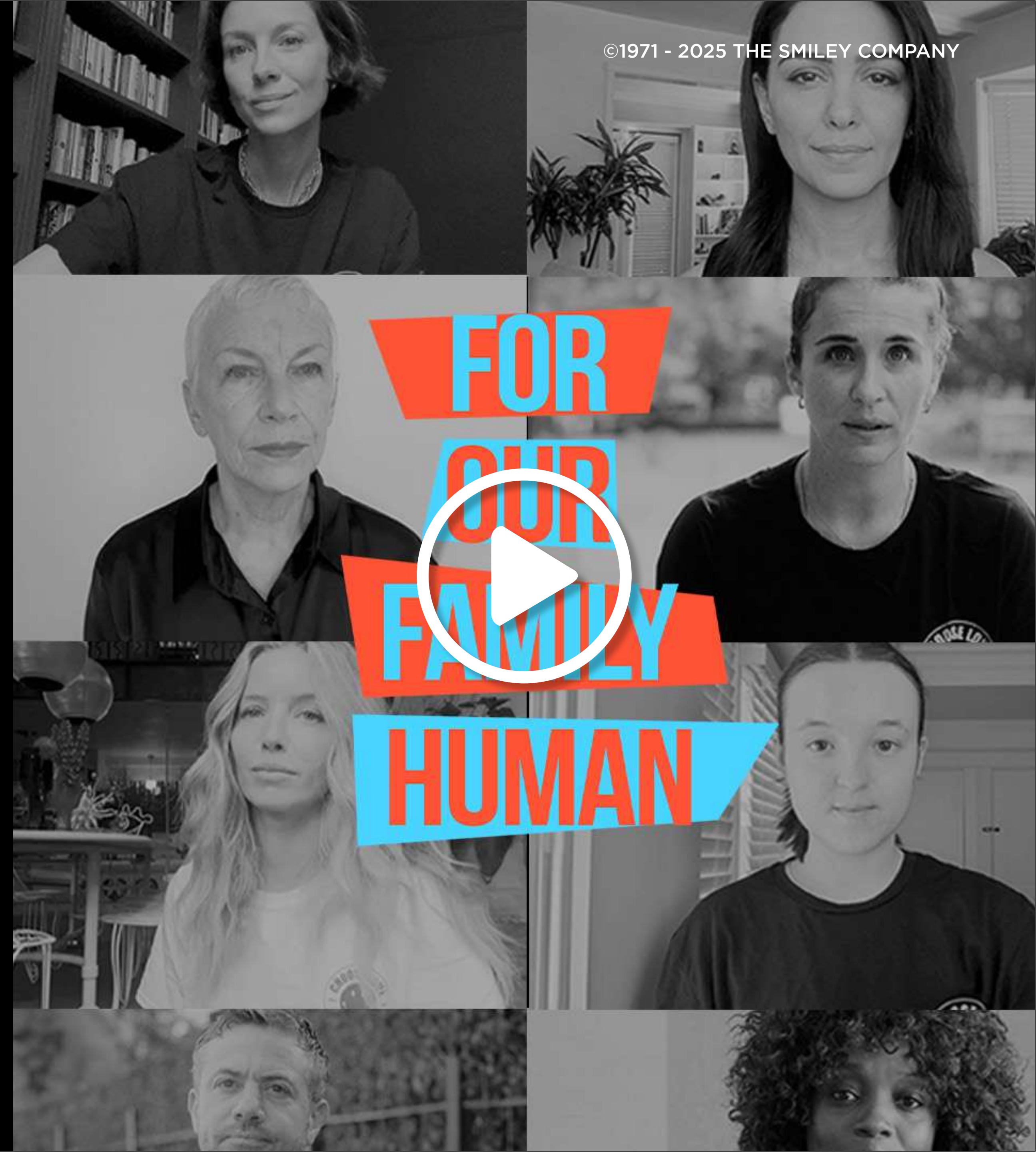


CREATIVITY FOR THE GREATER GOOD: FOR OUR FAMILY HUMAN

In partnership with the charity Choose Love, Smiley Movement marked the 75th year of the United Nations Universal Declaration of Human Rights by making this landmark document more accessible, engaging, and relevant for today and future generations.

Directed by award-winning Dan Cadan, we collaborated with global artists, changemakers, and celebrities—including Bella Ramsey, Olivia Colman, and Jude Law—to breathe new life into each of the 30 articles – creating a cultural legacy for years to come.

Celebrating 75 Years of the Universal Declaration of Human Rights



MATCHMAKER FOR GOOD™

By partnering with **Smiley Movement**, you can harness the power of the **iconic Smiley brand**—the first IP to create this type of charitable initiative for partners—to make a meaningful difference. With our **Matchmaker For Good™** service, we'll align your company with charitable projects that perfectly fit your Corporate Social Responsibility (CSR) goals.

The Smiley brand creates a **halo effect** for your campaign, amplifying its reach and impact. This is your opportunity to integrate purpose into your brand, fostering a culture where giving back becomes the norm.

Make a Difference: Let's create initiatives that not only drive your business forward but also help make the world a better place. Together, we can be the change.



INSPIRING CHILDREN AND ENRICHING EDUCATION

The Happier Schools Project is a programme to help aid in children's emotional development, providing support and assets to nurture their emotional intelligence (EQ).

Developed in consultation with renowned experts, including Dacher Keltner, Professor of Psychology at University of California, Berkley, and Jane Ballantine, Leading educational expert in the UK, this program aims to help teach support social and emotional learning (SEL), through the use of the SmileyWorld brand.

This programme features digital and lesson packs for teachers, students, and parents, all aimed at helping children develop emotional resilience, identifying emotions, self-awareness, and much more.

THE HAPPIER SCHOOLS PROJECT



SMILEY CHARITY FILM AWARDS



Since its inception seven years ago, the Charity Film Awards has emerged as a cornerstone of positive change in the UK, supporting over 5,000 charities and captivating the engagement of almost 1 million individuals through voting. Our platform has generated an astounding 350 million film impressions, with over 2.7million viewers tuning in to the 2024 virtual event.

Today, the awards stand as the pinnacle of recognition for charities, often dubbed the “Oscars” of the charity sector. We proudly hold the title of the world’s largest cause-based film campaign, recognised by BFI and IMDb.

Submit your films, partner with us through sponsorship, or lend your support to amplify the voices of over 5,000 charities. Together, we can drive real change and inspire millions. Make a difference — partner with the world’s largest cause-based film campaign today!



CURATED PARTNERS AND PRODUCTS



SMILEY



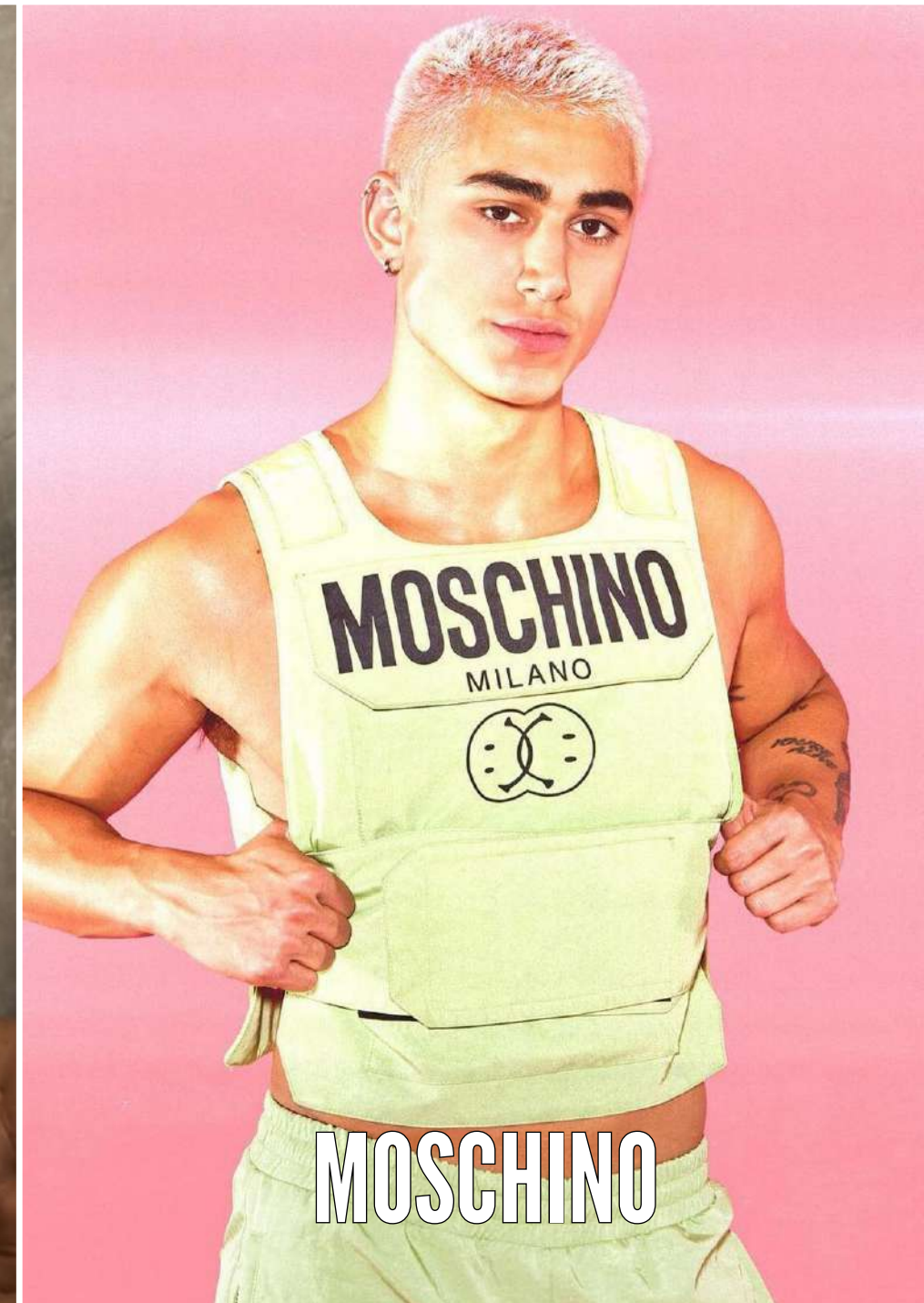
THE SMILEY COMPANY



RICHARD MILLE



SAMII RYAN



MOSCHINO



KUJTEN



MOEA



AMI



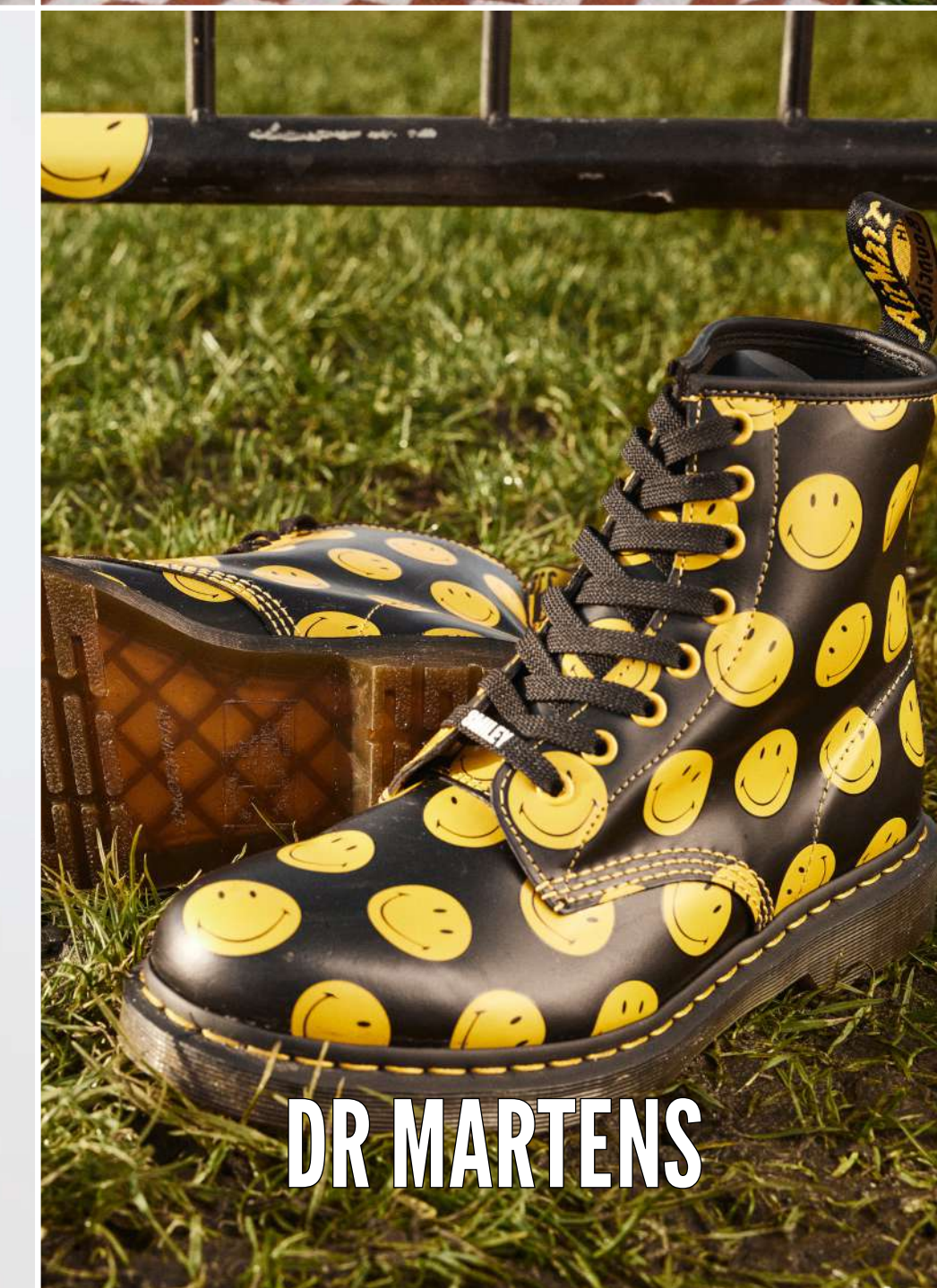
RAF SIMONS



MARKET



MARIE JO



DR MARTENS



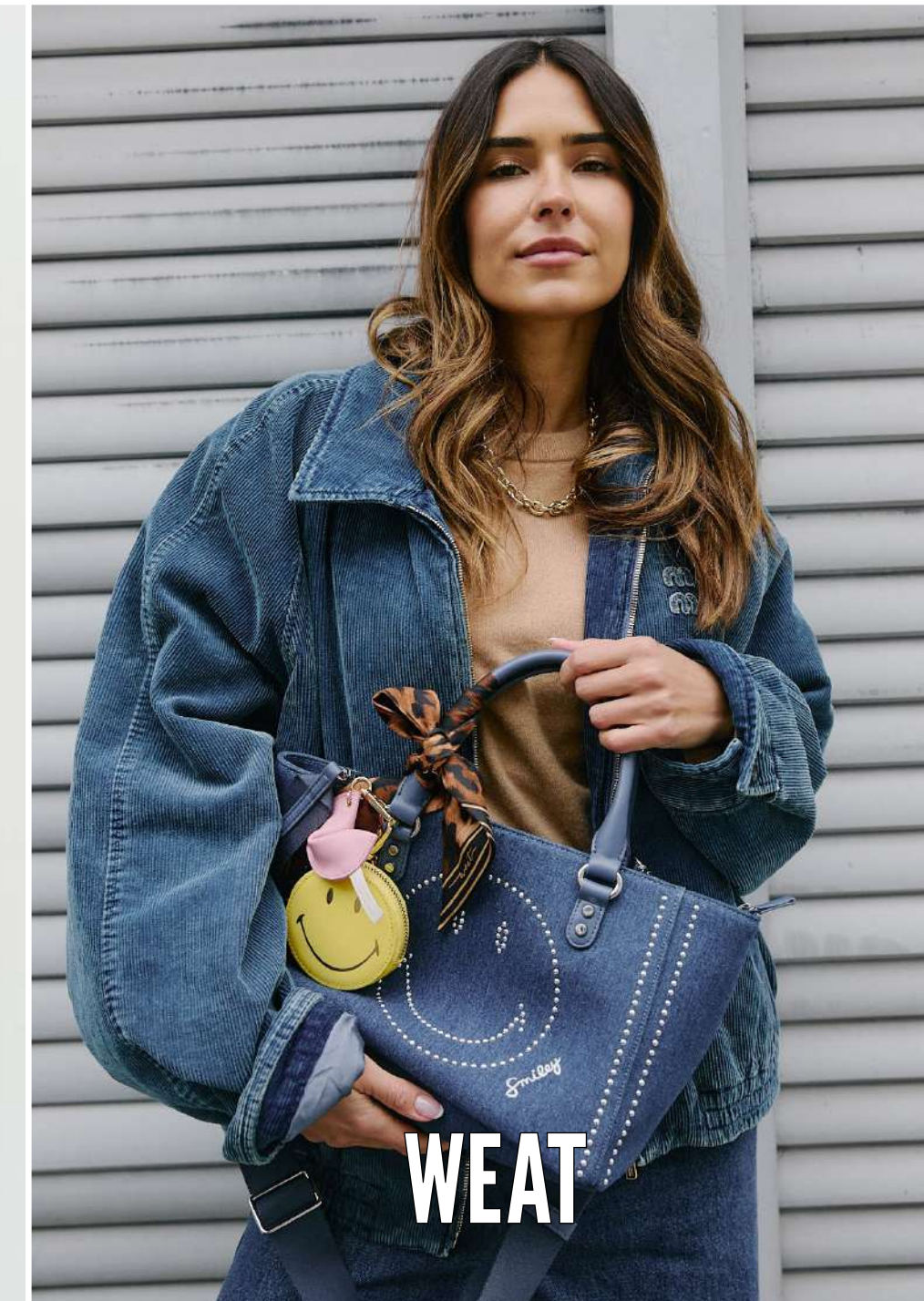
H&M



AMERICAN EAGLE



ZARA



WEAT



ADIDAS



G2



PULL & BEAR



ETAM



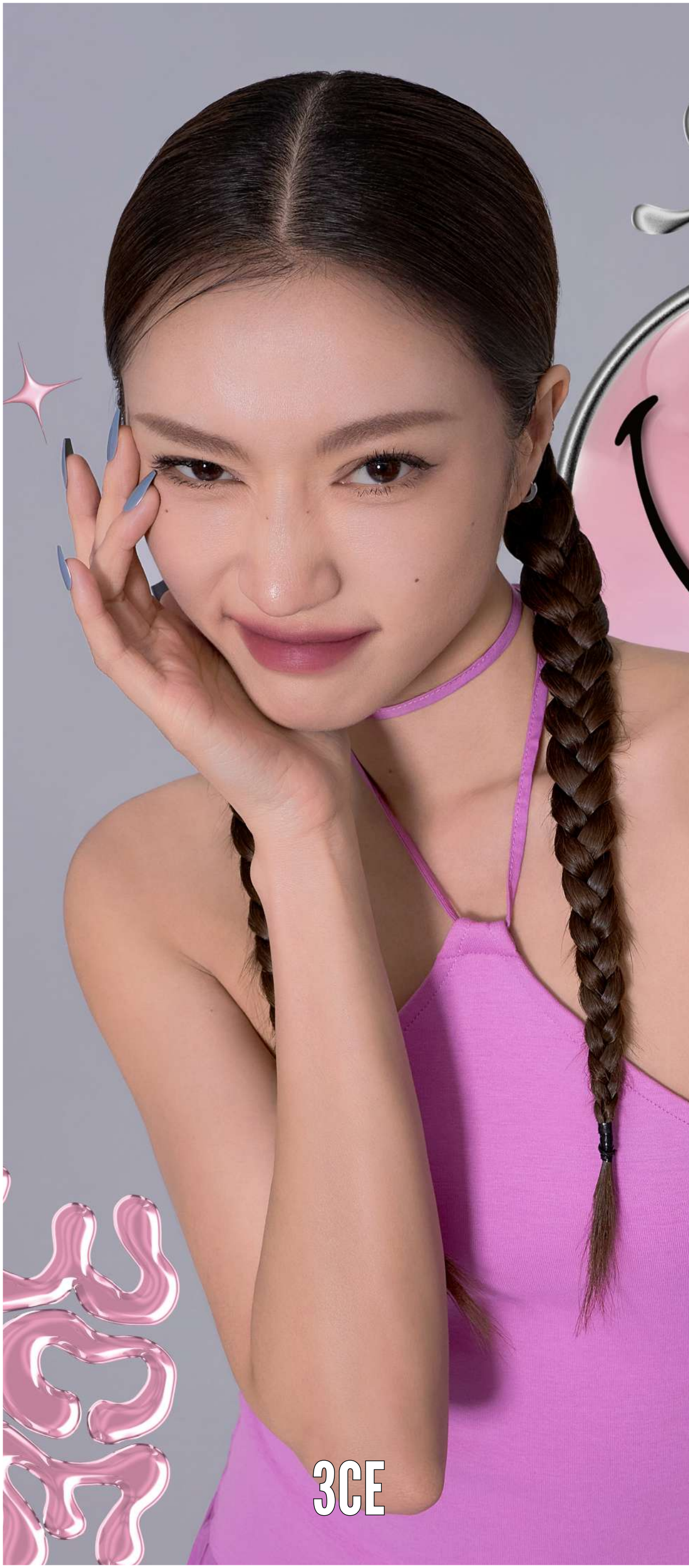
MY FAVOURITE THING



LEE VIERRA

SMILEY HEALTH & BEAUTY





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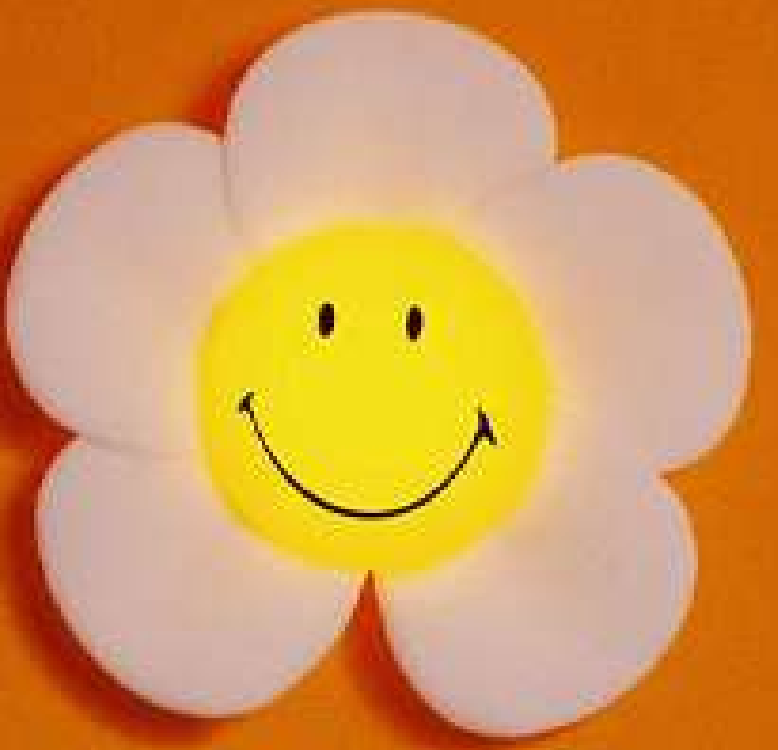
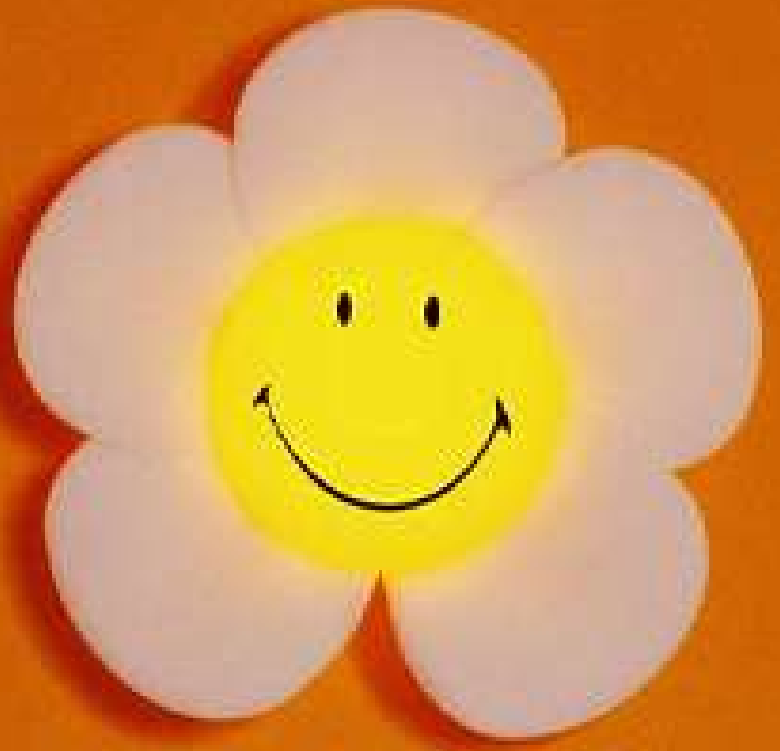


URBAN DECAY



TOUCHLAND

SMILEY HOME & LIFESTYLE





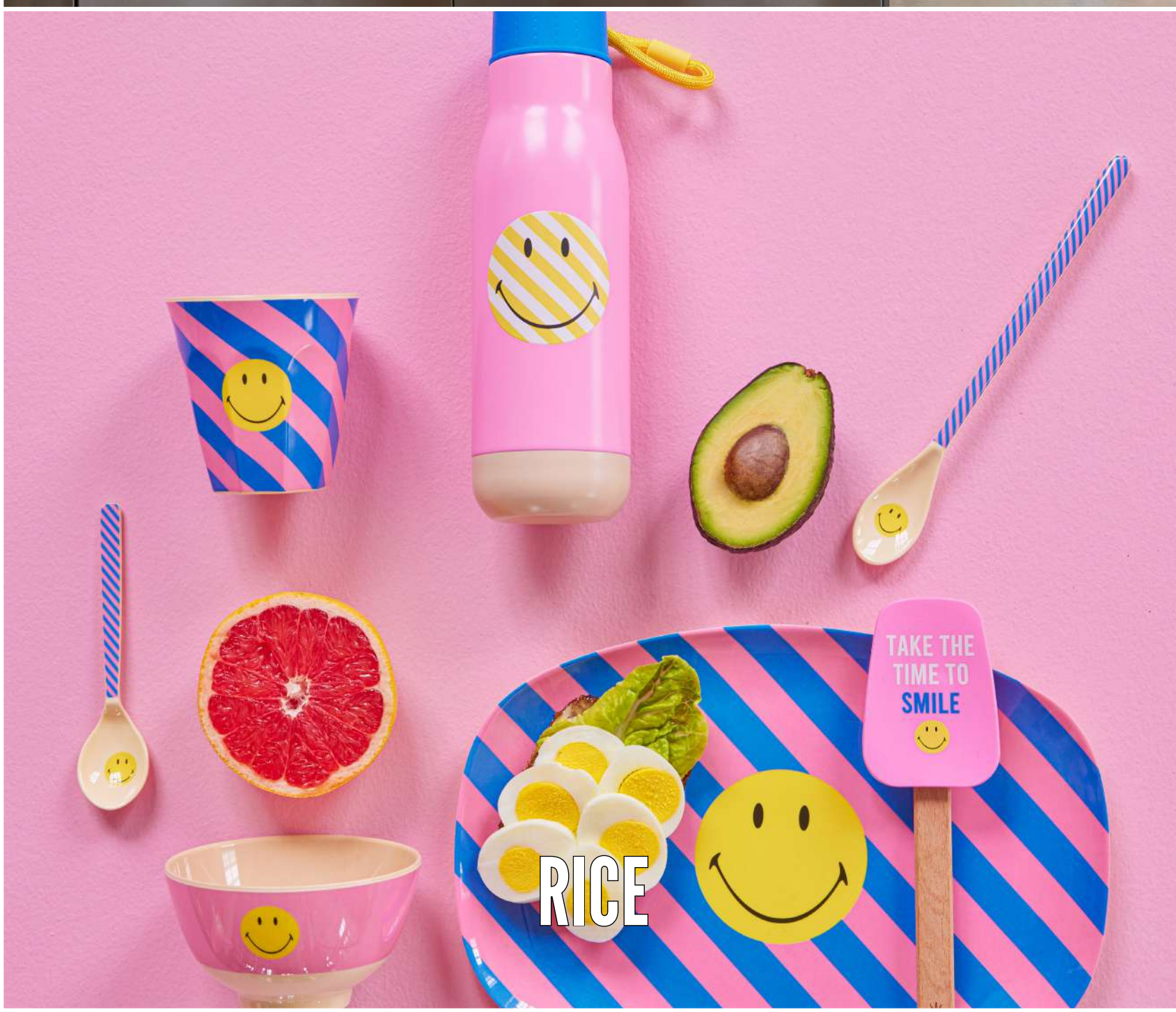
POSTERY



MAISON DEUX



HOPTIMIST



RICE



MR MARIA



HADEN



SUCK UK



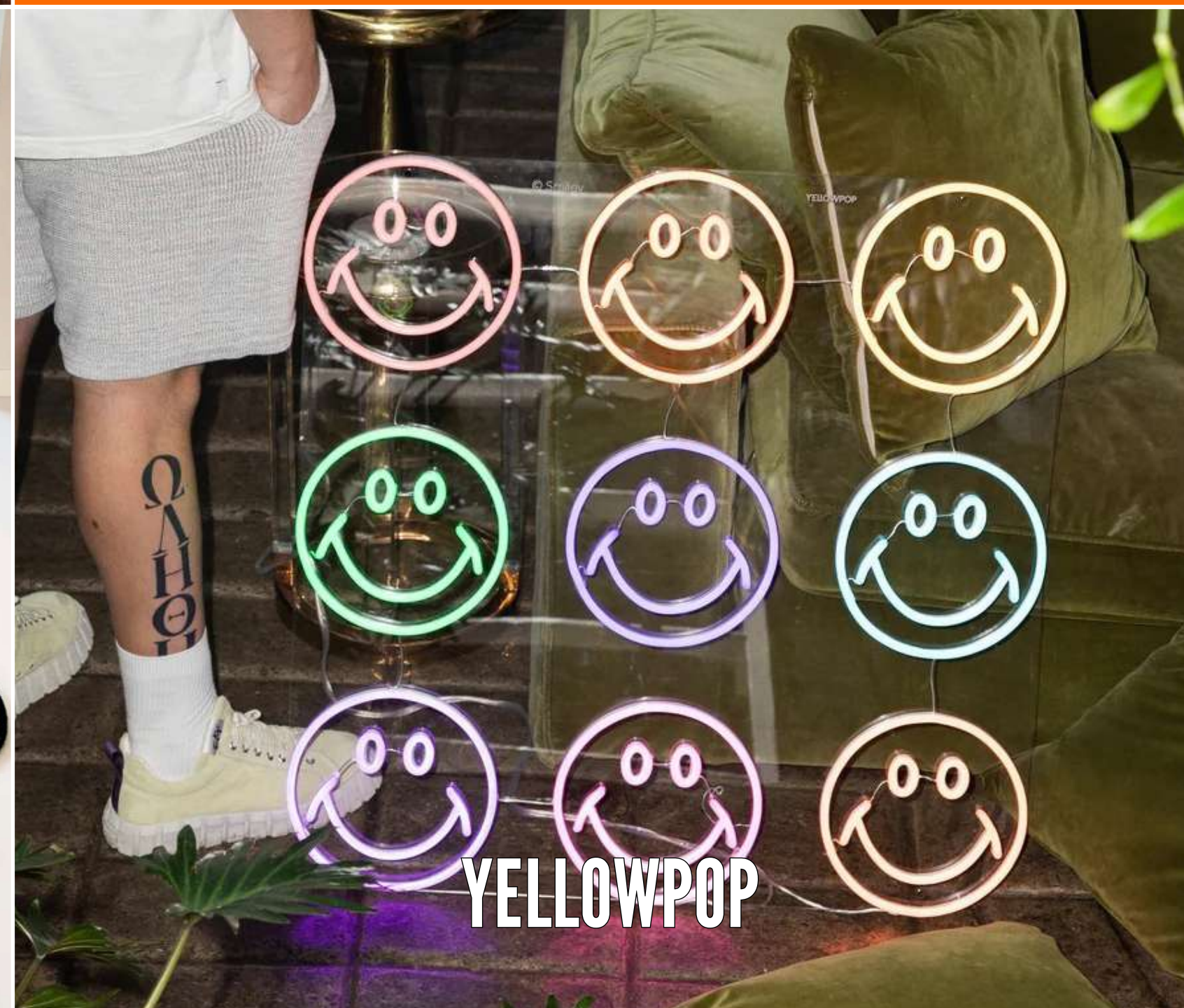
L'ENVIE



BIANCAPERLA



MAISON DEUX



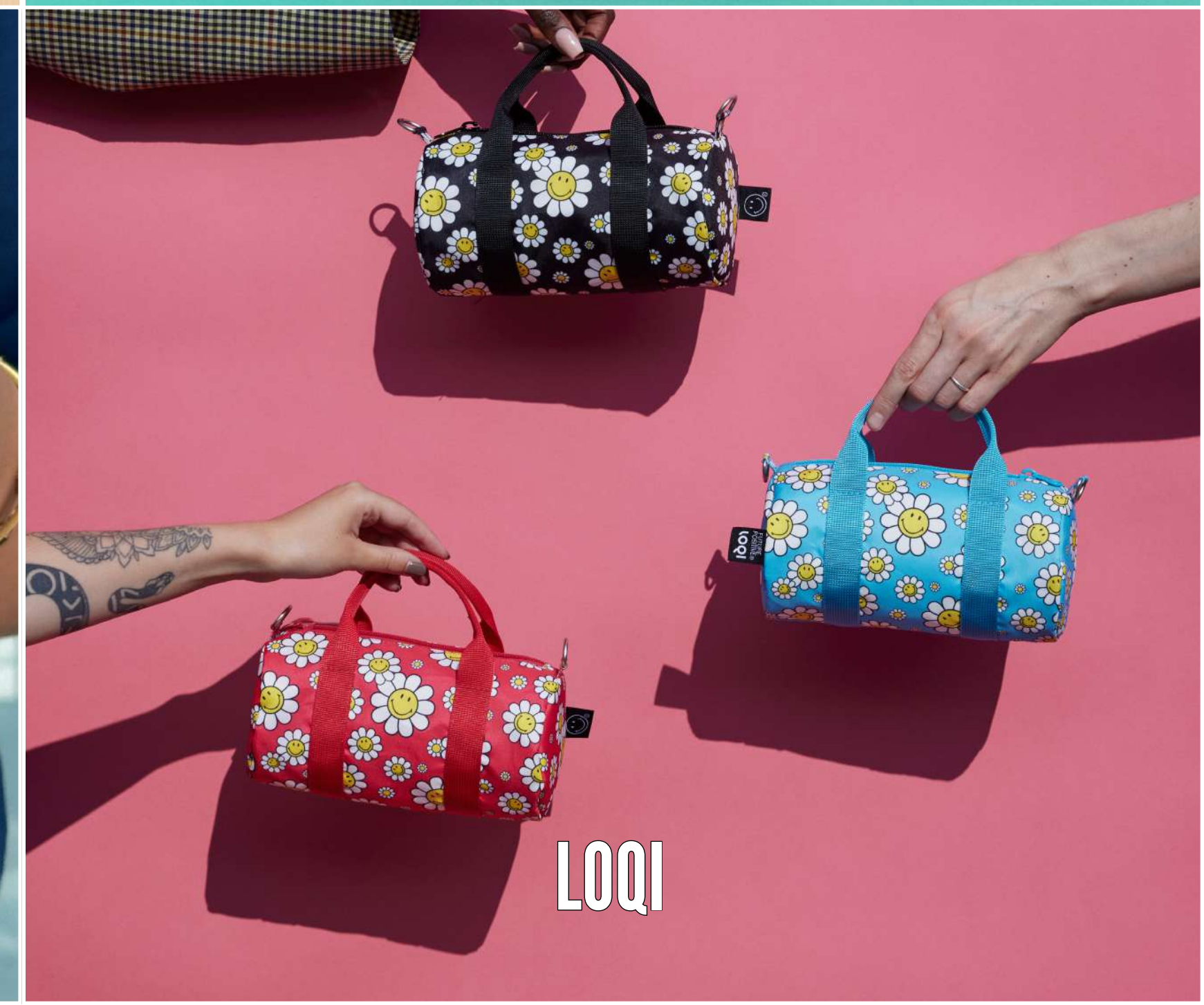
YELLOWPOP



PURE TABLE TOP

SMILEY GIFTS AND ACCESSORIES





SMILEY FMCG





SMILEY WINES



FOOD NEWS



CAFE BAGA



BISCUITEERS



HAPPY SODA



CONFITURE PARISIENNE

SMILEY ACTIVATIONS





GALLERY LAFAYETTE
CHINA



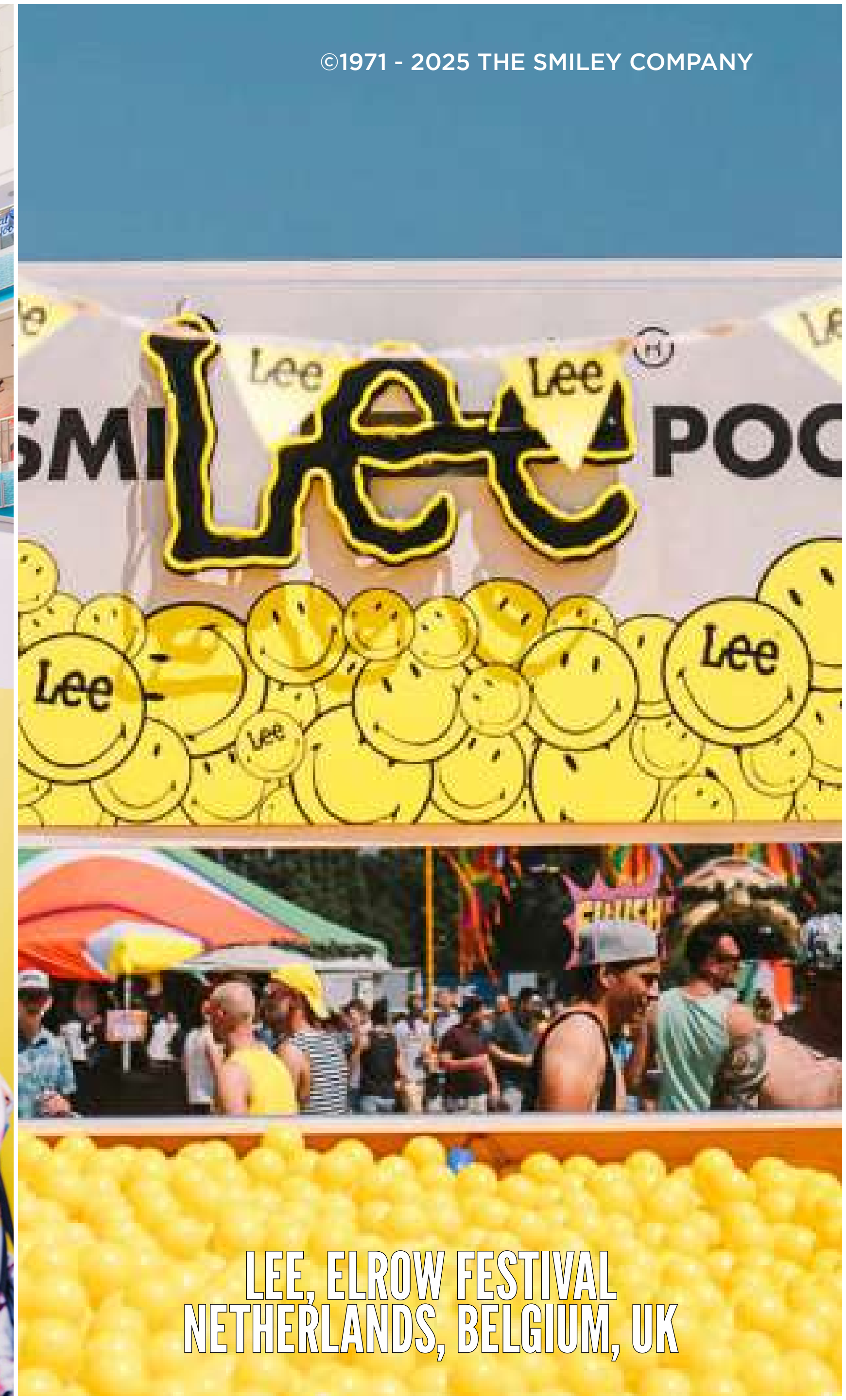
GALERIES LAFAYETTE HAUSSMANN
FRANCE



LACOSTE
CHINA



FILA
MALAYSIA



LEE, ELROW FESTIVAL
NETHERLANDS, BELGIUM, UK

SMILEYWORLD





ADIDAS



MARC JACOBS



MARKET



HEY DUDE



ANYA HINDMARCH



THE NEW SOCIETY



SMILEYWORLD HEALTH & BEAUTY





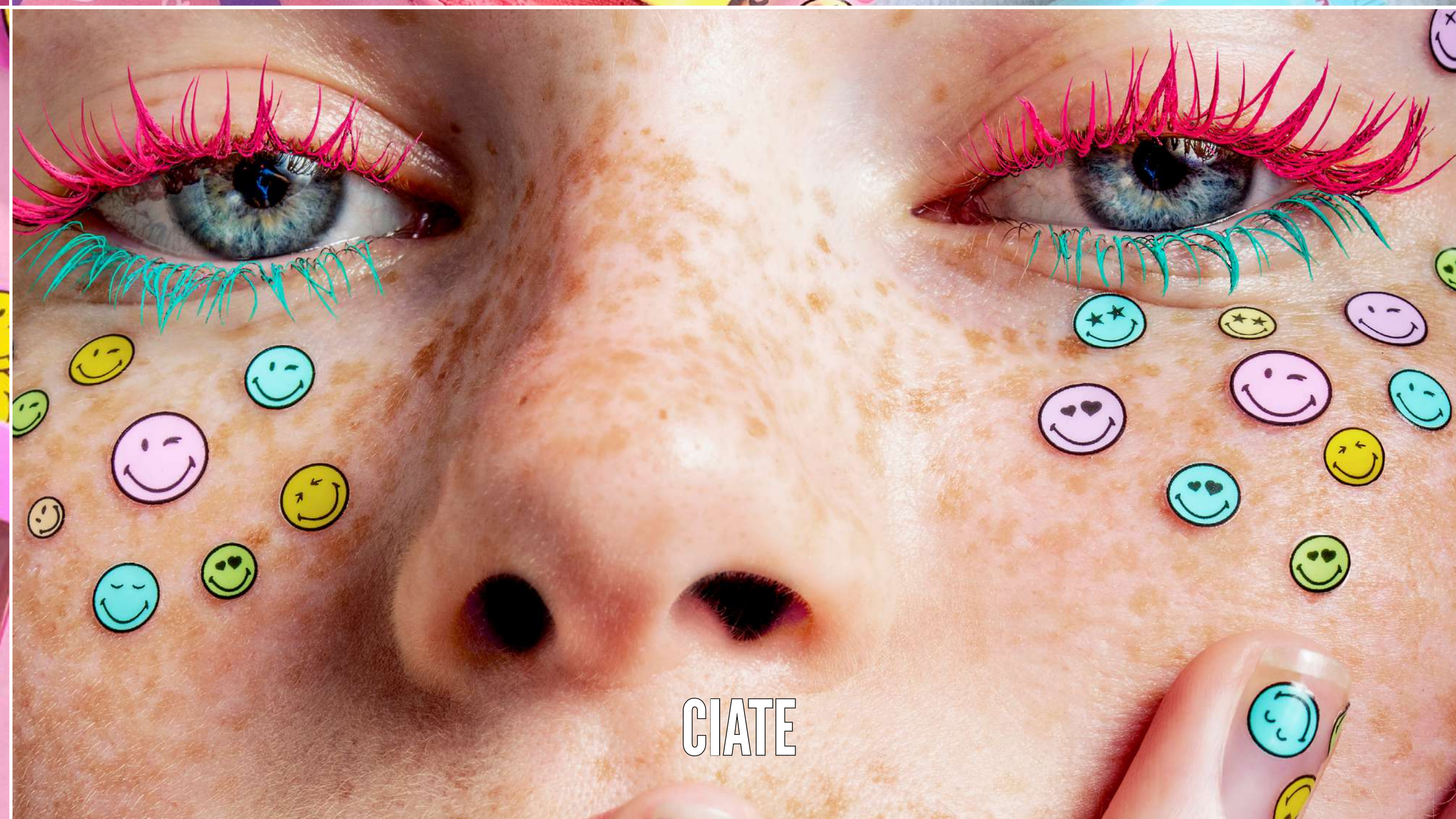
DAZZLE ME



TAKECARE



KOKOMO



CIATE

SMILEYWORLD LIFESTYLE & ACCESSORIES





SMALLWORLD



OHSCENT



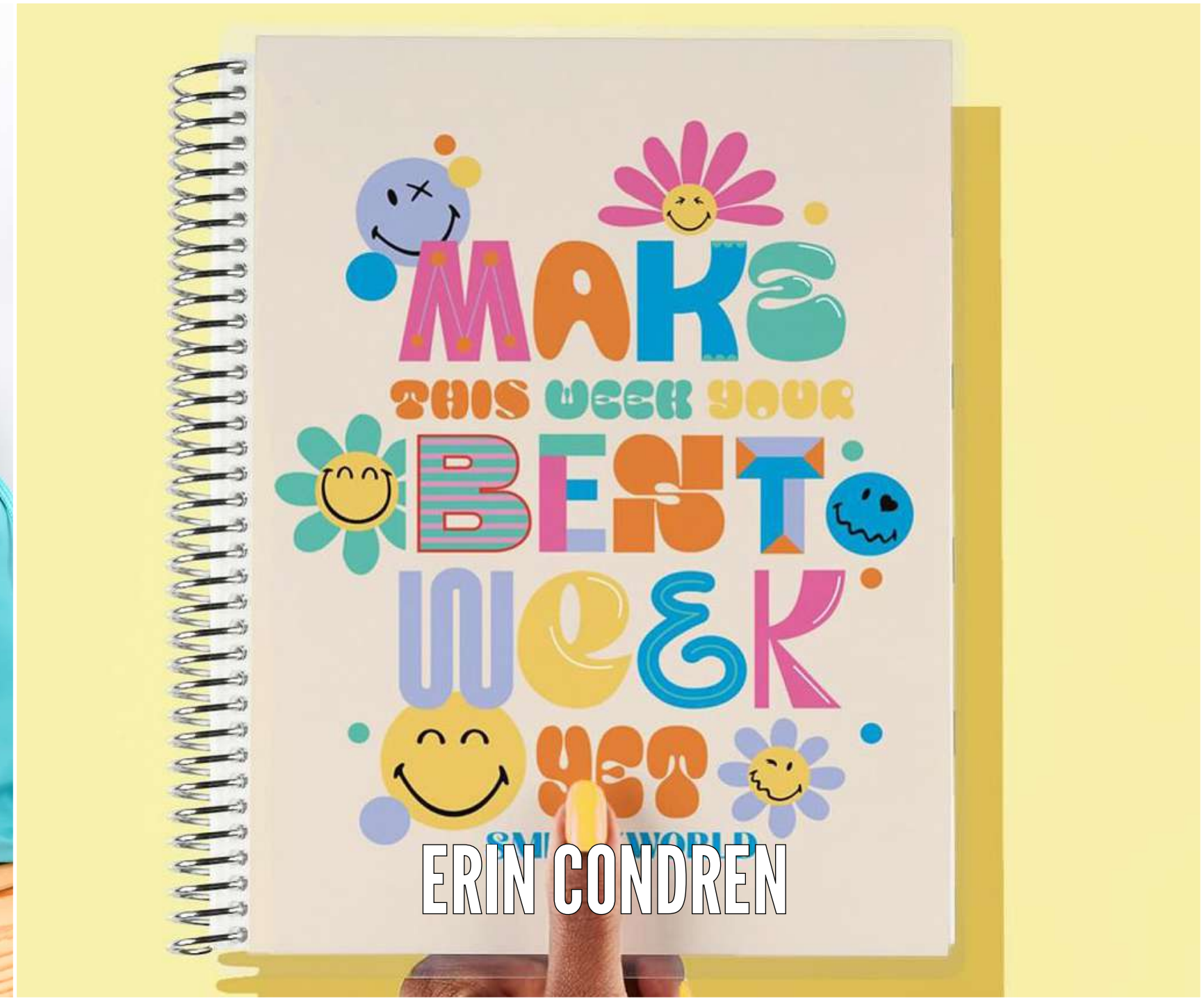
SHEIN



YOOBI



HIPPO BLUE



ERIN CONDREN



THOMAS SABO



SUNNYLIFE



ERIK EDITORES



PASO POLKO



SAFTA



HISHIELD

SMILEYWORLD HOME

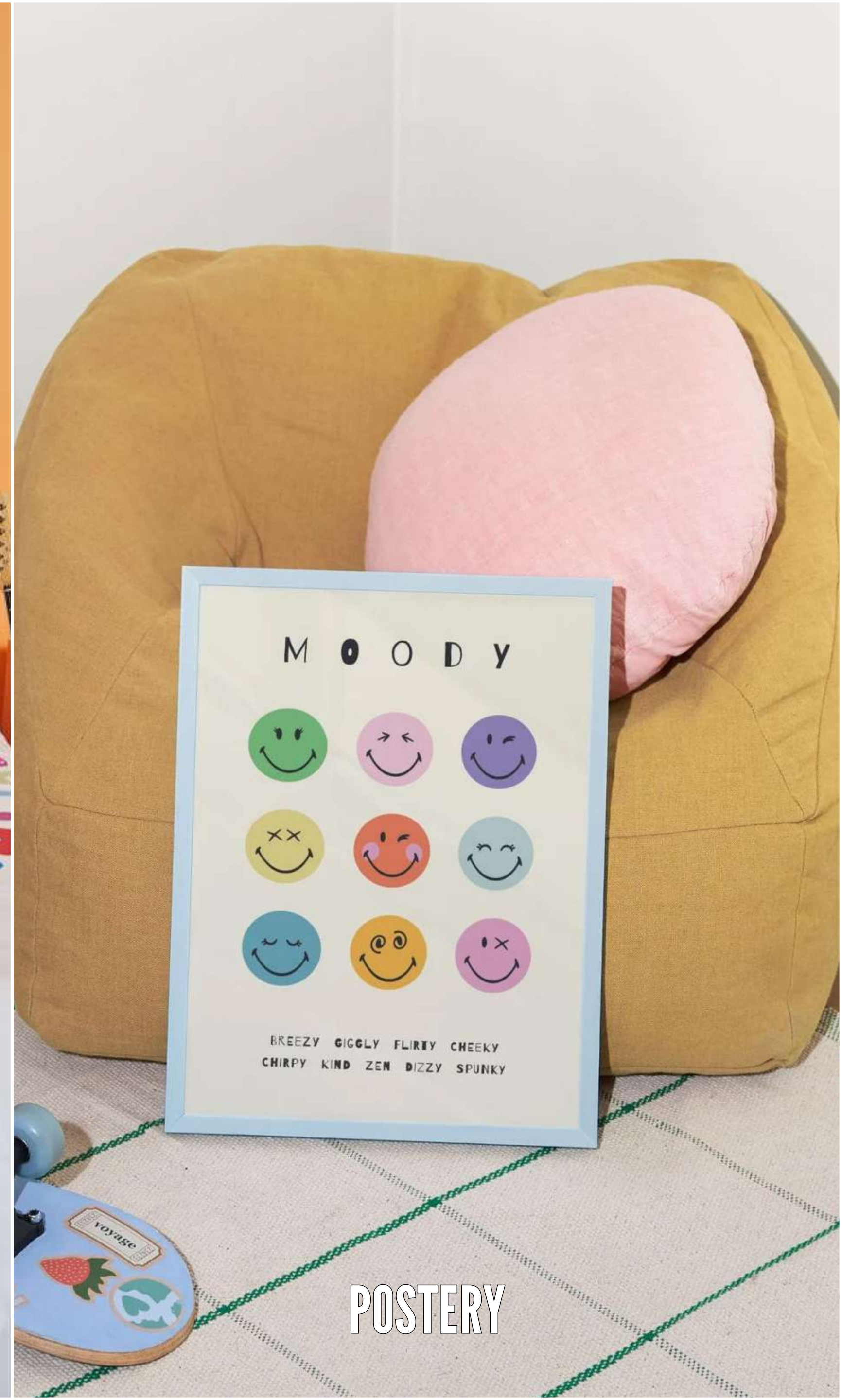




HOPTIMIST



SHEIN HOME



POSTERY

SMILEYWORLD FMCG





SMILEYWORLD ACTIVATIONS





S.W.SMILEY





BALENCIAGA



ASOS



FABLETICS

TM & © 1971



ARMANI



SPLASH



REVOLUTION BEAUTY

LETS CREATE SOMETHING EXTRAORDINARY TOGETHER

Commercial Enquiries
sales@smiley.com

Marketing Enquiries
marketing@smiley.com