



**WE LOVE BRANDS**





## FOREWORD

For nearly 50 years, Smiley has carved out a niche globally as the universal symbol for happiness and positivity, continually providing a beacon for optimism through difficult times.

Born in 1972, to spread feel-good news, the Smiley would go on to become one of the most influential icons in graphic design today, bringing people together through a creative message that spreads positivity. We have been at the forefront of creating some of the most important evergreen trends, from positive journalism to putting social and emotional learning at the top of the agenda. We even influenced the emoji language we now all use today.

Now a global licensing enterprise that extends across fashion and homewares and into food and beverage, we continue to embrace collaboration as our opportunity to spread this important message. That is why so many like-minded, creative, caring and innovative brands chose Smiley to develop products, promotions and marketing campaigns.

Because our values are universal and by adapting this message to your audience and providing exclusive concepts that keep you fresh and relevant and give you an edge on the competition. That's why we don't consider ourselves a traditional IP; because we bring concrete brand values and creative expertise that reflects in everything we do.

Ambitious, authentic, and forward-thinking brands and marketers can harness the power of the smile to lead the world toward a future we all want to be part of—a defiantly optimistic one. If the last 50 years of Smiley are any indication, an authentic smile is one thing we can all rally around.

**- Nicolas and Franklin Loufrani**

# CON- TENTS

8

**BRAND  
STORY**

24

**SMILEY  
STUDIO**

40

**BRAND  
COLLABS**

48

**RETAIL  
COLLABS**

56

**TAKE  
THE TIME  
TO SMILE 2.0**

62

**FUTURE  
POSITIVE**

68

**FOOD &  
CORPORATE  
BRANDS**

74

**THE  
SMILEYS**

78

**CASE  
STUDIES**



# BRAND STORY

THE DEFIANT FACE OF OPTIMISM  
THE DEFIANT FACE OF OPTIMISM  
THE DEFIANT FACE OF OPTIMISM  
THE DEFIANT FACE OF OPTIMISM





## ABOUT SMILEY

Smiley (as we know it today) was created in 1972 by French journalist Franklin Loufrani, who launched a feel-good news campaign in a host of Europe's leading newspapers. For nearly 50 years, The Smiley has shaped the way we share happiness and express ourselves through iconic products found worldwide.

Smiley is an evergreen lifestyle brand that has through the years become the figurehead for a generation of new optimists, influencing musical generations, social movements, popular culture and the pursuit of positivity through creativity.

Almost five decades later, Smiley has become more than just an icon, a brand and a lifestyle: it is now a spirit and a philosophy, reminding people just how powerful a smile can be.



## SMILEY NEWS

Daily source of uplifting third-sector news that is both positive and purposeful, that not only informs but also inspires and drives action.

## SMILEY TALKS

Live interviews and panel discussions with charity speakers, campaigners and educators tackling real issues, promoting proven strategies.



## SMILEY NETWORK

Matchmaker for Good™ platform aiming to spark collaborations by connecting people looking to do good with others that need support.

## CHARITY FILM AWARDS

The leading cause-related film celebration in the world, enabling audiences to do good by voting for their favourite charity films.



## SMILEY MOVEMENT

Smiley Movement is a non-profit community interest company sponsored by The Smiley Company. Its vision is to inspire positive change in society by creating a happier, more equal and sustainable world, where everyone works hand in hand to address urgent societal and environmental problems.

While its mission is to help the non-profit sector better connect and engage with the wider public, secure resources needed to fulfill their mission and scaling-out to benefit more people.

Smiley Movement provides a cross-media platform that connects the non-profit sector to organisations and the broader public to enlighten minds and empower people to take community action worldwide.



70's



## HAPPY NEWS

Smiley was launched to support positive news stories.

80's



## ELECTRONIC MUSIC

Smiley has been associated with electronic music movements and festivals.

00's



## FASHION

Smiley starts creating its own fashion collections and developing high-end collaborations.

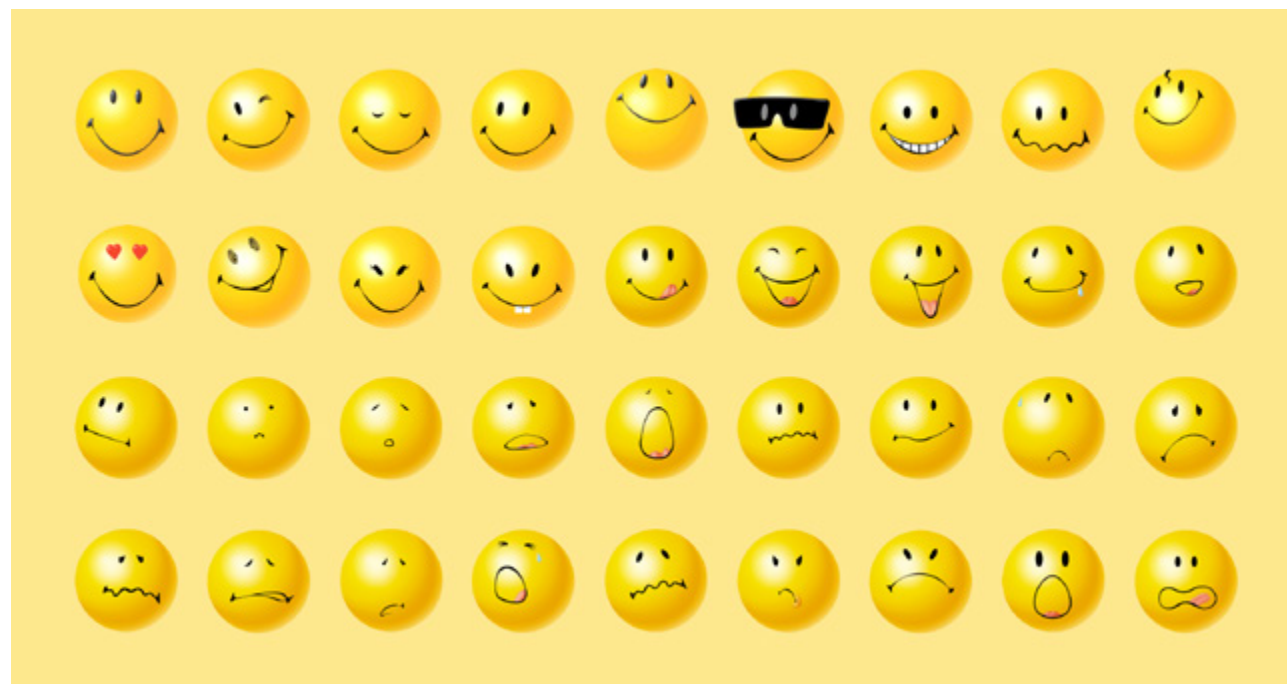
10's



## CHARITY

Smiley becomes a social movement.

90's



## EMOTICONS

We invented the first graphic emoticons.

20's



## CHARACTERS

The next decade will see lots of characters help children develop their emotional intelligence.

## MISSION

We work with the biggest and best global & local partners to spread happiness through unique and engaging co-creations, with a positive marketing message.

## VISION

To focus on innovation, creativity and a unique approach to every partner in order to create truly interesting and inspirational products.

BRAND VALUES

POSITIVITY

CREATIVITY

COMING TOGETHER

Creating a happier, kinder more conscious world, with inclusion and diversity at its core.

BRAND VALUES

# ACCORDING TO RESEARCH, POSTING A POSITIVE MESSAGE ON FACEBOOK ACTUALLY HELPS TO SPREAD HAPPINESS

- The Huffington Post

## SMILEY COMPANY IN STATS 2021

**446**  
LICENSEES



**68 Million**  
UNITS SOLD



**14,090**  
SKU'S SOLD



TOTAL  
RETAIL  
SALES

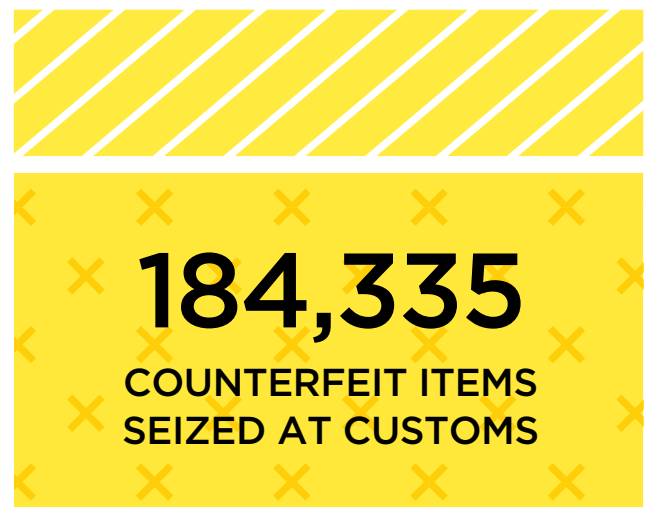
**\$573 Million**

SOLD IN

**130**  
COUNTRIES



**184,335**  
COUNTERFEIT ITEMS  
SEIZED AT CUSTOMS





## 1997: THE BIRTH OF THE FIRST BRAND DEDICATED TO EMOTIONAL INTELLIGENCE

SmileyWorld helped to create a new universal language in the late '90s, launching the “Smiley Dictionary” — a list of Smileys which transformed ascii emoticons into something understandable to all.

Giving us a way to tell each other how we are feeling in a shorthand that is not easily expressed through traditional dialects.

By turning this digital innovation into an artform, SmileyWorld forged a real purpose by creating engaging products and promotions for market-leading partners across multiple categories, which provided a unique platform for people to learn about themselves and how they express their emotions (EQ).



# THE FIRST LIFESTYLE BRAND DEDICATED TO EMOTIONAL EXPRESSION

Smileys provide a shortcut to emotional expression and learning, helping people understand an emotion quickly and express what may seem complicated more easily.

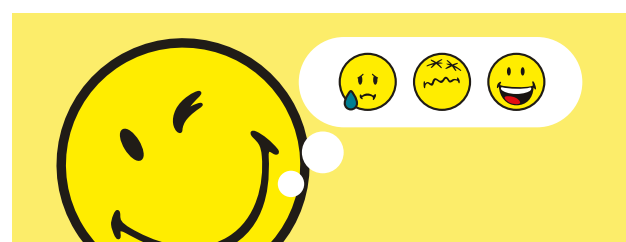
Through curated products with an EQ focus, Smileys can help kids & adults understand each individual emotion better and how quickly they can change.

SmileyWorld has a comprehensive library of over 3,000 icons, which provides a treasure trove of emotional expression.

## WHAT IS EQ?

Emotional intelligence is defined as the ability to understand and manage your own emotions, as well as recognise and influence the emotions of those around you.

EQ measures a person's ability to...



Be aware of and manage one's emotions in a healthy way.



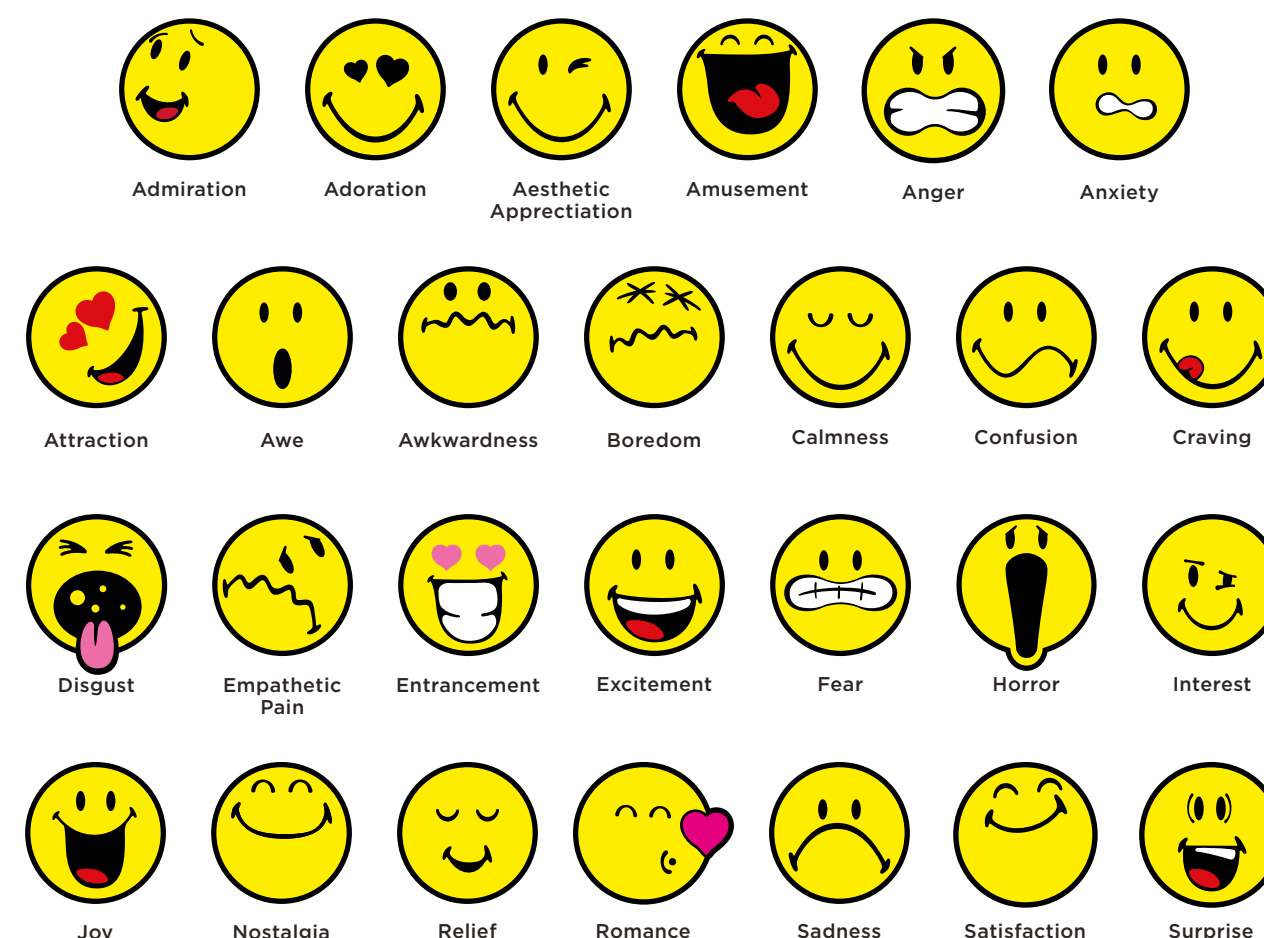
Handle relationships judiciously and empathetically.

The basic components of EQ

<b>Self-Awareness</b> Identify your emotions	<b>Self-Management</b> Respond to your emotions	<b>Social Awareness</b> Empathetic understanding of others	<b>Relationship Management</b> Respond to others constructively
---	--	---	--

## 27 KEY STATES OF EMOTIONS

Smiley works with preeminent EQ academic Professor Dacher Keltner, professor of psychology at University of California, Berkeley and also the founder and faculty director of the Greater Good Science Center. According to Professor Keltner, there are 27 key states of emotions.



## CREATING AN EQ LEGACY

In 2022 Smiley will launch a 'Happier Schools' program that will train kids in EQ in a fun and engaging way through a science-based interactive curriculum. This program will inspire, motivate and engage young people through in-schools arts workshop and learning pack.



# SMILEY STUDIO

**SUPPORTING OUR PARTNERS**  
SUPPORTING OUR PARTNERS  
SUPPORTING OUR PARTNERS  
SUPPORTING OUR PARTNERS



# CREATING 360° ACTI- VATIONS





CEO Nicolas Loufrani masterminds a creative team of 25 people, featuring four teams of passionate specialists, each headed by SVP's with specialist category-specific knowledge and a history of working for industry-leading brands in their sectors.



**HOME**



**BEAUTY**



**FASHION**



**ACCESSORIES**



**GIFTS**



**BACK TO SCHOOL**



**PUBLISHING**



**PROMOTIONS**



**TOYS**



**FOOD & BEVERAGES**



We develop around 50 style guides and product pitches each season.



**BRAND: SMILEY ORIGINALS**

**STYLE GUIDE**  
Happy Without You (Men)



**BRAND: SMILEY WORLD**

**STYLE GUIDE**  
You are You (Boys)

**STYLE GUIDE**  
Baby Toy Range



**BRAND: SMILEY WORLD**

**STYLE GUIDE**  
Happy Thoughts (Women)



**BRAND: SMILEY WORLD**

**STYLE GUIDE**  
Customise Your World (Boys)



**BRAND: SMILEY WORLD**

**STYLE GUIDE**  
Feel Good Fun (Girls)



**BRAND: SMILEY WORLD**

**STYLE GUIDE**  
A Little More Kindness (Girls)



**BRAND: SMILEY WORLD**

**STYLE GUIDE**  
Sporty Floral (Girls)



**BRAND: SMILEY WORLD**

**STYLE GUIDE**  
Smiley Foods



**BRAND: SMILEY ORIGINALS**

**STYLE GUIDE**  
Grow Together (Women)



Our creative team works hand in hand with our partners to find the best way to communicate our brand DNA, enhance their image and increase their sales.



TV CAMPAIGN



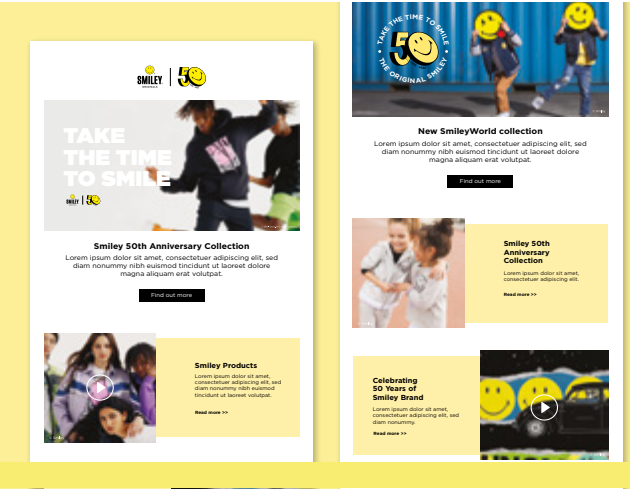
INFLUENCER CAMPAIGN



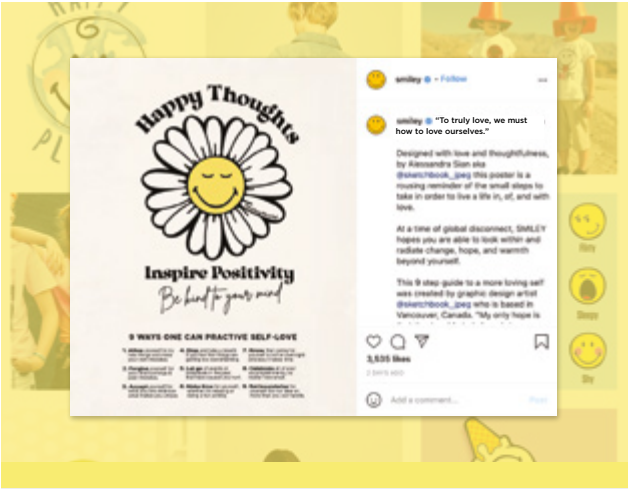
MALL EVENTS



RETAIL EVENTS



NEWSLETTERS



SOCIAL CAMPAIGNS



FESTIVALS





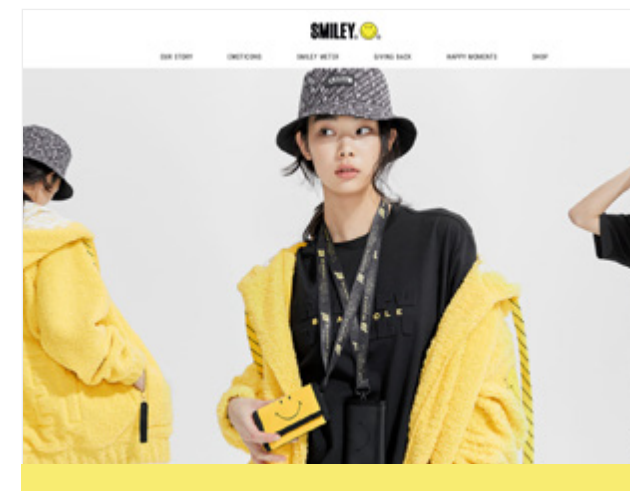
POS DISPLAYS



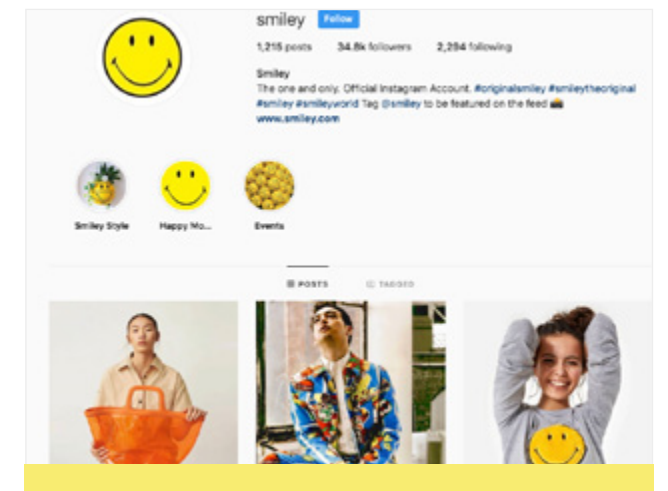
WINDOW DISPLAYS



TRADE SHOWS



WEBSITE



SOCIAL MEDIA













PROMOTIONS












# OUR CONSUMERS

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

	BABIES	
	KIDS	
	TWEENS	
	TEENS	
	ADULTS	

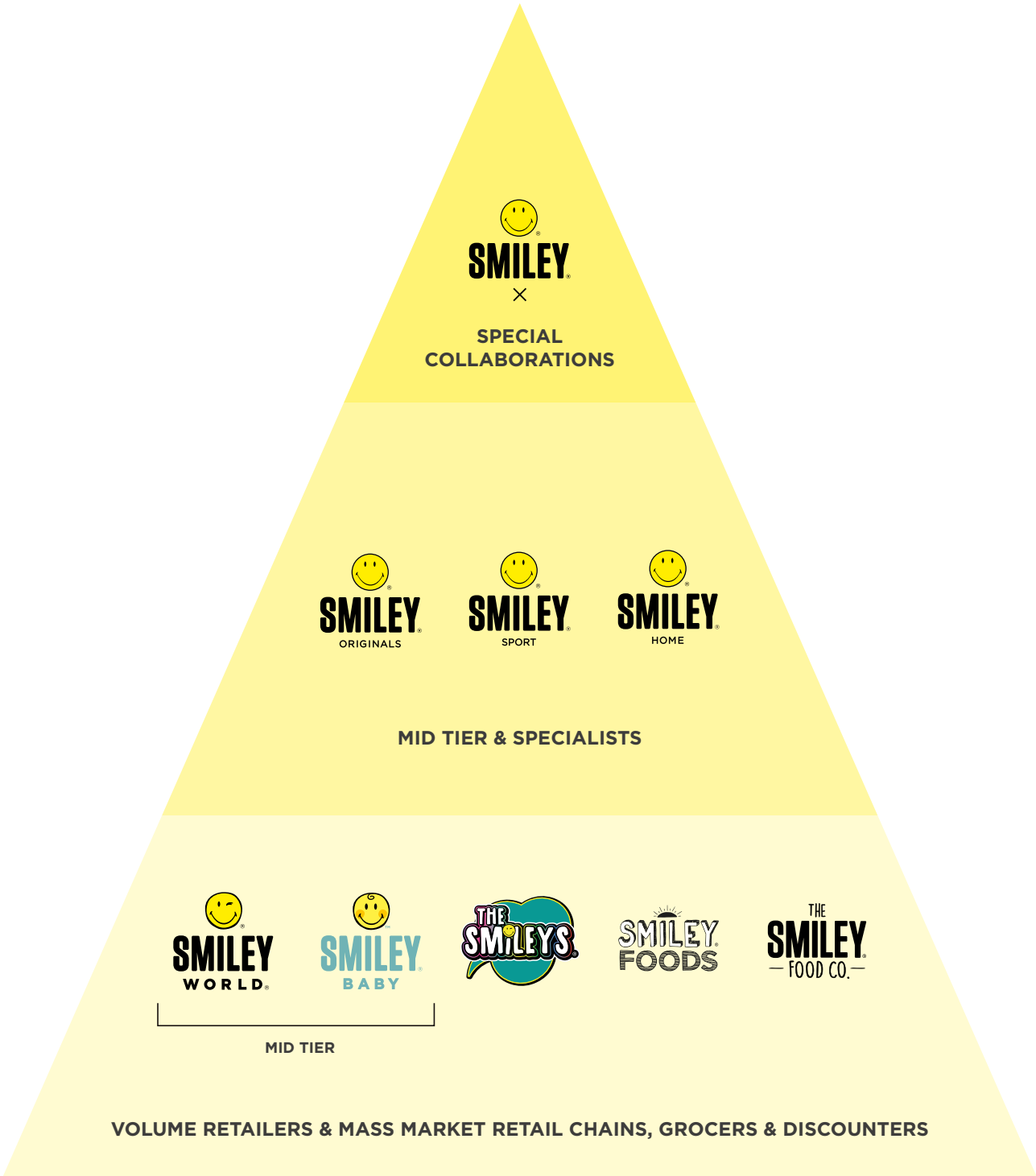
# TARGET MARKET

We segment our brands to ensure each brand targets the most relevant end-user.

BABIES	CHILDREN	TEENS	ADULTS	FAMILY
				
				
				
				
				

BRAND ARCHITECTURE

We cater our offering to every market tier and segment.



TONE OF VOICE

With a consistent tone of voice for each tier and segment.

	SIGNATURE ICON — URBAN		EXPRESSIVE — STORYTELLING GRAPHIC
	SIGNATURE ICON — CONTEMPORARY		CUTE — EXPRESSIVE
	URBAN — ACTIVE		EXPRESSIVE — STORYTELLING
	BETTER FOR YOU — MOOD FOOD		FUN — EXPRESSIVE



# BRAND COLLABS













ELLESSE



ELEVEN PARIS



BY SAMII RYAN



PRETTY GREEN



PHILOSOPHY DI LORENZO SERAFINI



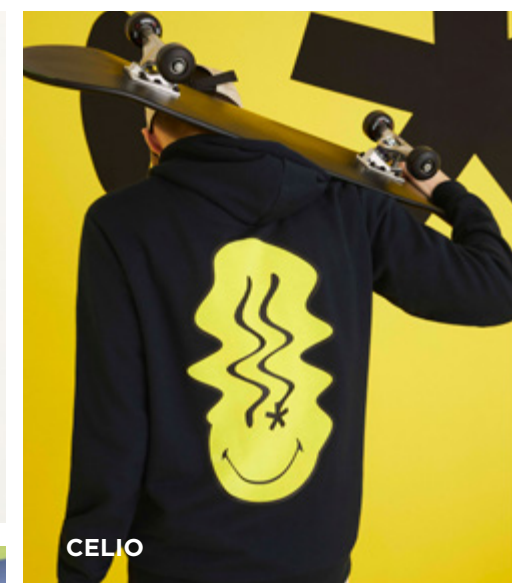
PALM ANGELS



SANDRO



CELIO



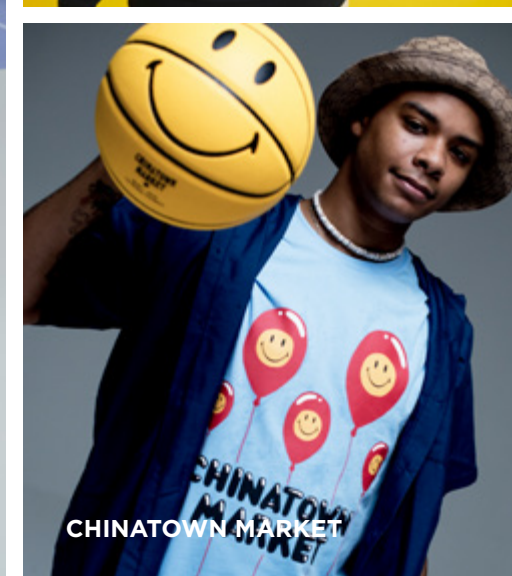
EASTPAK



PUMA



CHINATOWN MARKET





# RETAIL COLLABS





BERSHKA



PULL & BEAR



ONLY

ZARA



C&A



TOPSHOP

LALINE



MANGO



ORCHESTRA



BUTLERS









PACSUN



ARDENE



ANACAPRI



JACK & JONES



JENNYFER



AMERICAN EAGLE



ORIGINAL MARINES



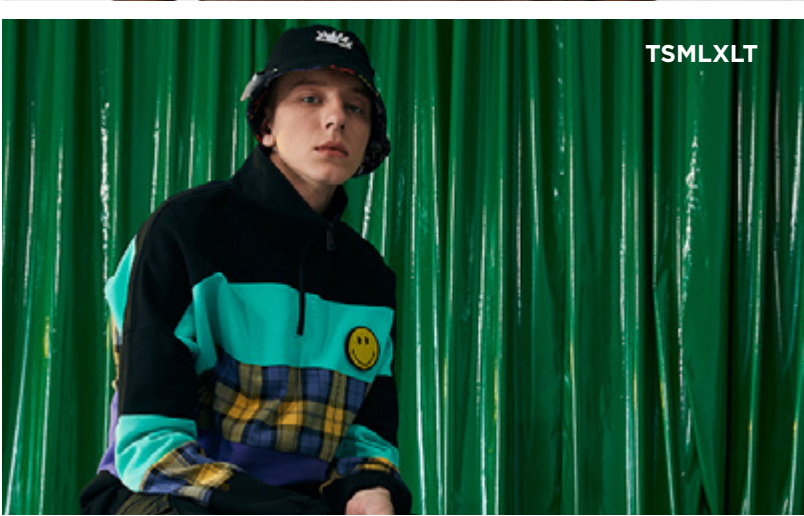
ZARA



URBAN OUTFITTERS



TSMLXLT



RESERVED



LEFTIES





# CELEBRATING SMILEY'S 50TH ANNIVERSARY IN 2022

REBOOTING THE  
ORIGINAL MESSAGE



TAKE  
THE TIME  
TO  
SMILE!



## CELEBRATING THE PAST BUT LOOKING TO THE FUTURE

For our 50th anniversary, Smiley will celebrate its origins, born on January 1st, 1972.

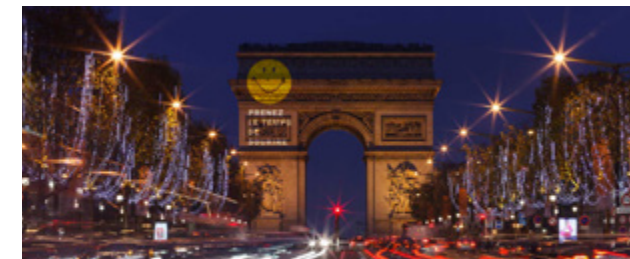
Our history with all kind of encounters, our influence, our major past collaborations, and above all our wishes for a better future: with happiness, optimism & positivity always at the heart.

We look forward to the legacy Smiley can leave for the next 50-years and how together with our partners we can co-create a happier, kinder, more conscious world, with inclusivity and diversity at its core.

## GET DEFIANTLY OPTIMISTIC FOR 2022

We live in extraordinary times. But, unfortunately, smiles have been in decline in recent years, at a time when they are more critical than ever. So what better way to celebrate Smiley's 50th birthday than by creating a campaign to reverse this 'smile deficit' and reminding the world of the importance to "Take the Time to Smile."

## HIGH VISIBILITY TAKE-OVERS OF KEY LANDMARKS & LOCATIONS AROUND THE WORLD



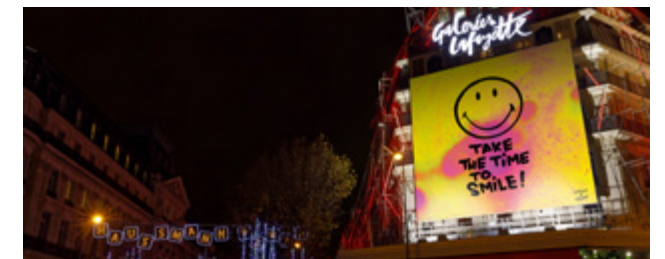
PROJECTING SMILES ON KEY LANDMARKS GLOBALLY  
THIS NEW YEAR'S EVE 2021



SMILEY FLY-POSTERS AND BILLBOARDS IN KEY  
CONSUMER TOUCHPOINTS



50 HALO BRANDS DROP SMILES IN 360-DEGREE  
PRODUCT & MARKETING CAMPAIGNS



TAKE-OVERS OF SOME OF THE WORLD'S MOST  
INFLUENTIAL DEPARTMENT STORES

## GOOD NEWS STORYTELLING THAT UNLEASHES CONVERSATIONS, CONTENT & COVERAGE



A COLLECTOR'S BOOK ALL ABOUT GOOD NEWS AND  
SMILEY'S DEFIANTLY OPTIMISTIC MESSAGE



COLLABORATIONS WITH THE WORLD'S LEADING  
ARTISTS, CREATORS, ORIGINATORS & OUTSIDERS



GLOBAL PR & SOCIAL CAMPAIGNS



CHARITABLE INITIATIVES  
TO INSPIRE POSITIVE CHANGE

## A PROGRAM OF POSITIVE PUBLIC ART, CULTURE AND WELL-BEING DESIGNED TO INCREASE POSITIVE OUTLOOK



SMILEY - THE ORIGINAL EXHIBITION



HAPPINESS EXPERIMENT



EQ ART TRAIL



HAPPIER SCHOOLS PROJECT

## PLAY YOUR PART

- Create compelling and authentic products with positive values.
- Generate buzz, enhance image and build brand value through a genuine cultural icon.
- Benefit from a year-long, highly prestigious marketing programme.
- Power progress towards a kinder, happier and more playful world for all.





# **FUTURE POSITIVE™ 2023 AND BEYOND**

**A SUSTAINABLE  
FUTURE PUTTING  
THE PLANET AND  
ITS INHABITANTS AT  
THE FOREFRONT**

**Future Positive™**

The background of the right half of the image is white, featuring several overlapping watercolor-style smiley faces. These faces are drawn with simple white outlines for eyes and a curved line for a smile. They come in various colors including yellow, orange, purple, blue, green, and pink. The watercolor effect gives them a soft, textured appearance with some color bleeding into the white background.

# MISSION

To support retailers, brands and consumer product industries to develop innovative solutions to transition to a positive future.

# VISION

A leader for responsible brands driving a ‘Future Positive™’ business by supporting change makers in the brand extension community.

# OUR SUSTAINABLE DEVELOPMENT STRATEGY

FUTURE POSITIVE

<b>A showcase for sustainable brands</b>	<p>Smiley will become an ambassador for responsible brands by collaborating with and highlighting products with sustainability at its core.</p> <p>Encourage responsible design with all current and future partners.</p>
<b>A driver of ecological transition</b>	<p>Joining the global initiatives inspiring businesses and individuals to support environmental solutions through memberships and everyday actions.</p> <p>Committed to creating a healthy planet.</p> <p>Head office fully operational with green energy.</p>
<b>Responsible &amp; socially inclusive business model</b>	<p>Be a committed stakeholder in society through diverse and participative socially inclusive activities.</p> <p>Through Smiley Movement add purpose to Smiley partnerships, kick-starting meaningful engagement with consumers and building a social legacy.</p>

# OUR 5-YEAR OBJECTIVES FOR SUSTAINABLE BRANDS

<b>+25%</b>  of products will be sustainable with Future Positive branding.	<b>100%</b>  of new licensees listed from 2026 will have a Future Positive offer.
<b>+100</b>  sustainably committed lifestyle brands across collaborations and licensing deals.	<b>100%</b>  of Smiley & SmileyWorld packaging, POS & brand assets will be made from sustainable sources.
  Making giving the norm through match making licensees and charities with simple bespoke solutions to support charitable projects through our non-profit arm smileymovement.org.	  Contributing a percentage of profits generated by Future Positive products to for the planet initiatives.

FUTURE POSITIVE



BE. FUTURE POSITIVE™

Smiley becomes the first brand extension platform to promote sustainability by announcing the 2023 ‘FUTURE POSITIVE™’ campaign. This forms part of the business’s long-term strategy putting the planet and its inhabitants at the forefront for a sustainable future. The global licensing expert leads by example by driving change in the industry.

By collaborating with and highlighting products with sustainability at their core, Smiley paves the way in the industry with profits generated by Future Positive™ products being reinvested in ‘for the planet’ initiatives.

2023 PILLARS

Create.  
Future Positive™

Partnering with elevated brands and companies powering positive change across style, home & beauty.

SMILEY 😊

Think.  
Future Positive™

With health & well-being front and centre, empowering and equipping the next generation for a better future through emotional intelligence.

SMILEY WORLD 😊

Act.  
Future Positive™

Supporting change-makers protecting the planet and our communities. Promoted across our platforms; Smiley News, Smiley Talks & our Defiant Optimism Podcast.

SMILEY MOVEMENT 😊

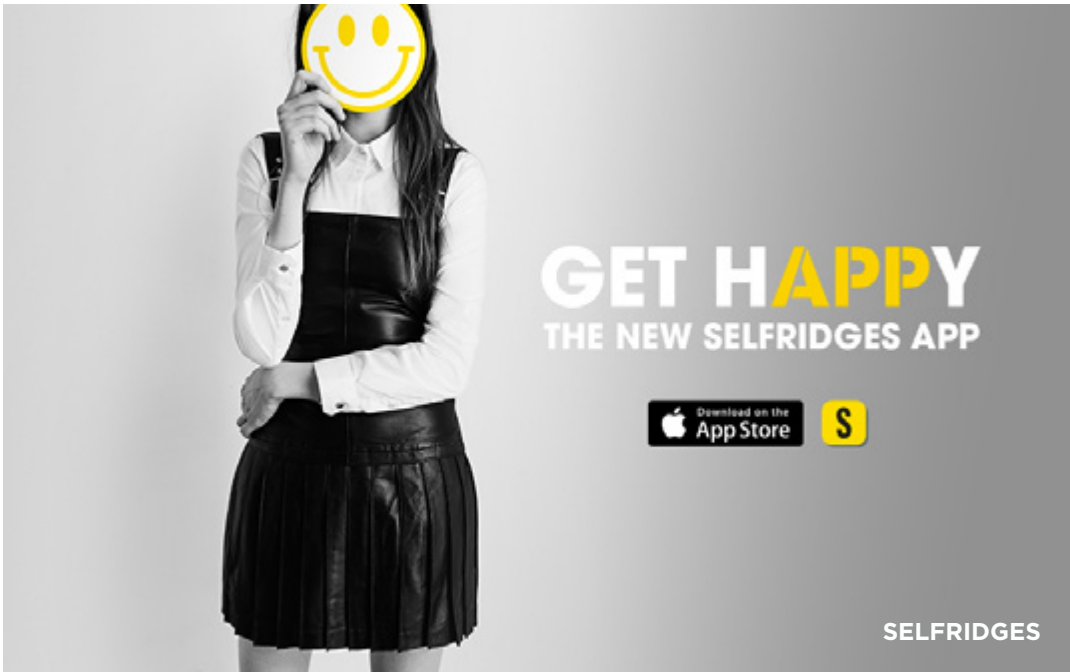




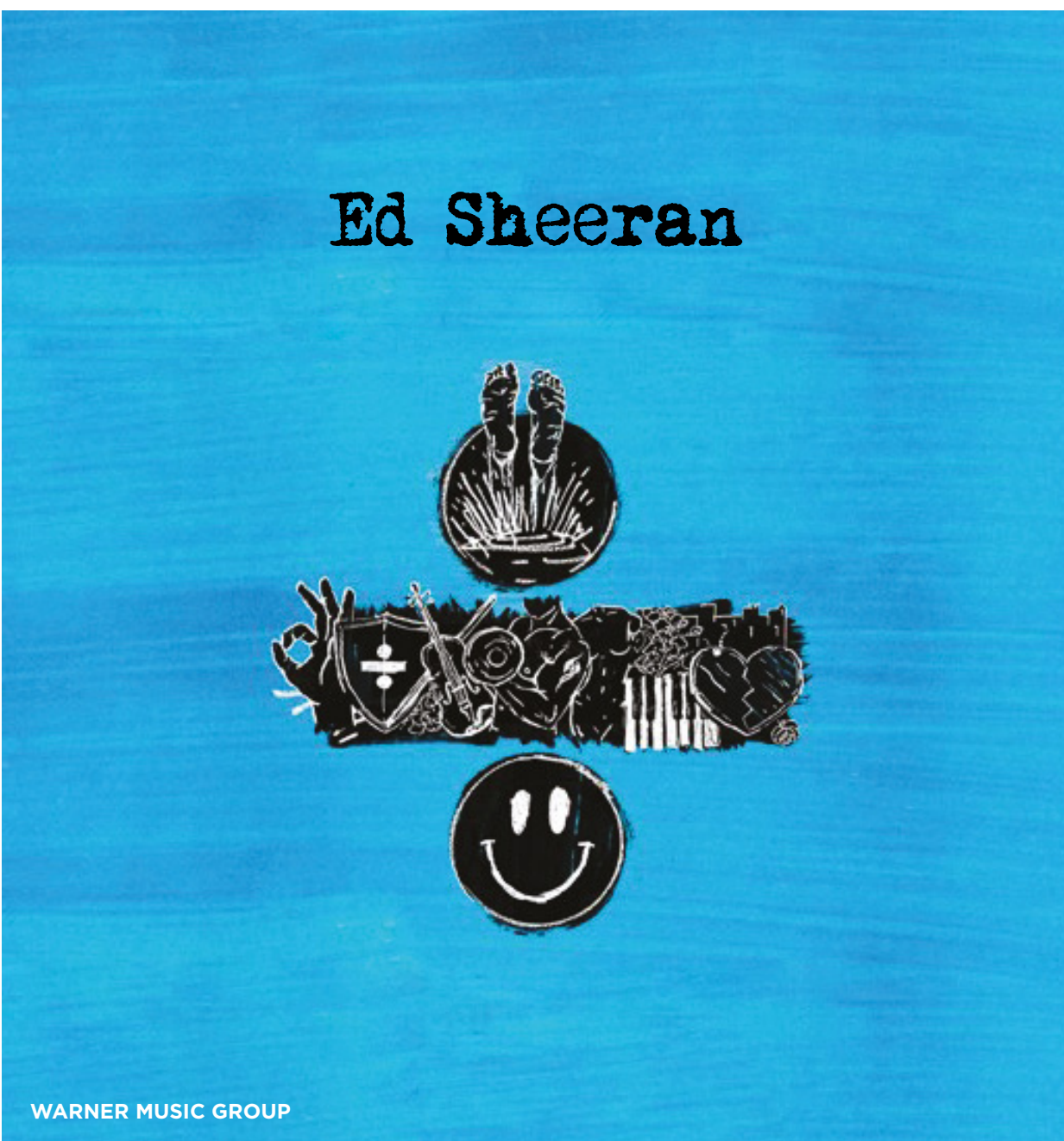
# FOOD & CORPORATE BRANDS











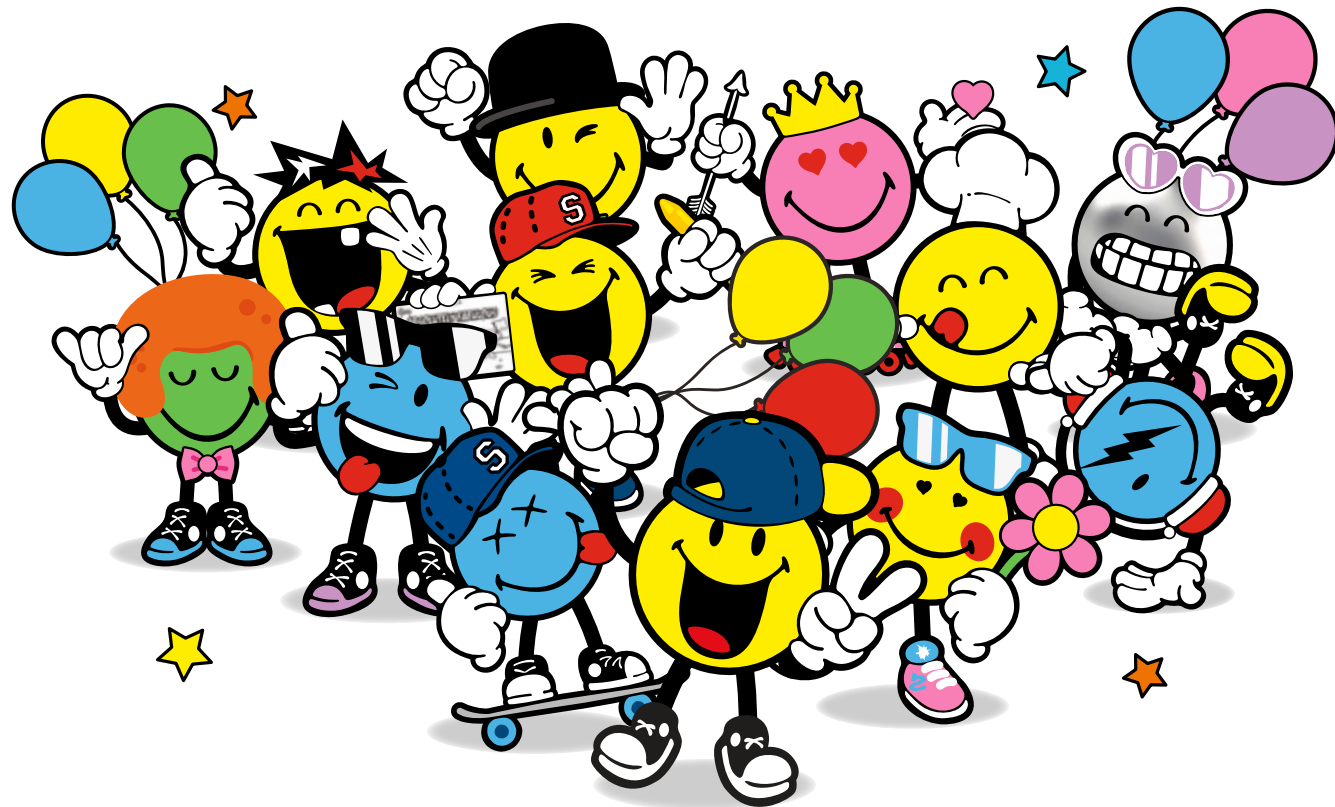


# THE SMILEYS





## MEET THE SMILEYS



Innovation is the name of the game at The Smiley Company. Tapping into this ethos, we have brought our archive of SmileyWorld icons to life in an exciting new way with The Smileys.

This evolution features our world-famous icons as new characters in a unique mix & match collectibles concept that encourages kids to create their own Smileys. With over 100 million possible combinations, The Smileys characters feature a wide variety of moods and emotions, making the possibilities for self-expression endless.

Delivering a whole new world complete with fun characters, exciting locations and engaging stories, The Smileys program is the perfect foundation for an entirely new line of brand extension opportunities. With 360° support including a dedicated YouTube channel with a new series of webisodes, dedicated website and influencer marketing. There is no better time to get involved, and #getthesmileys!





# CASE STUDIES

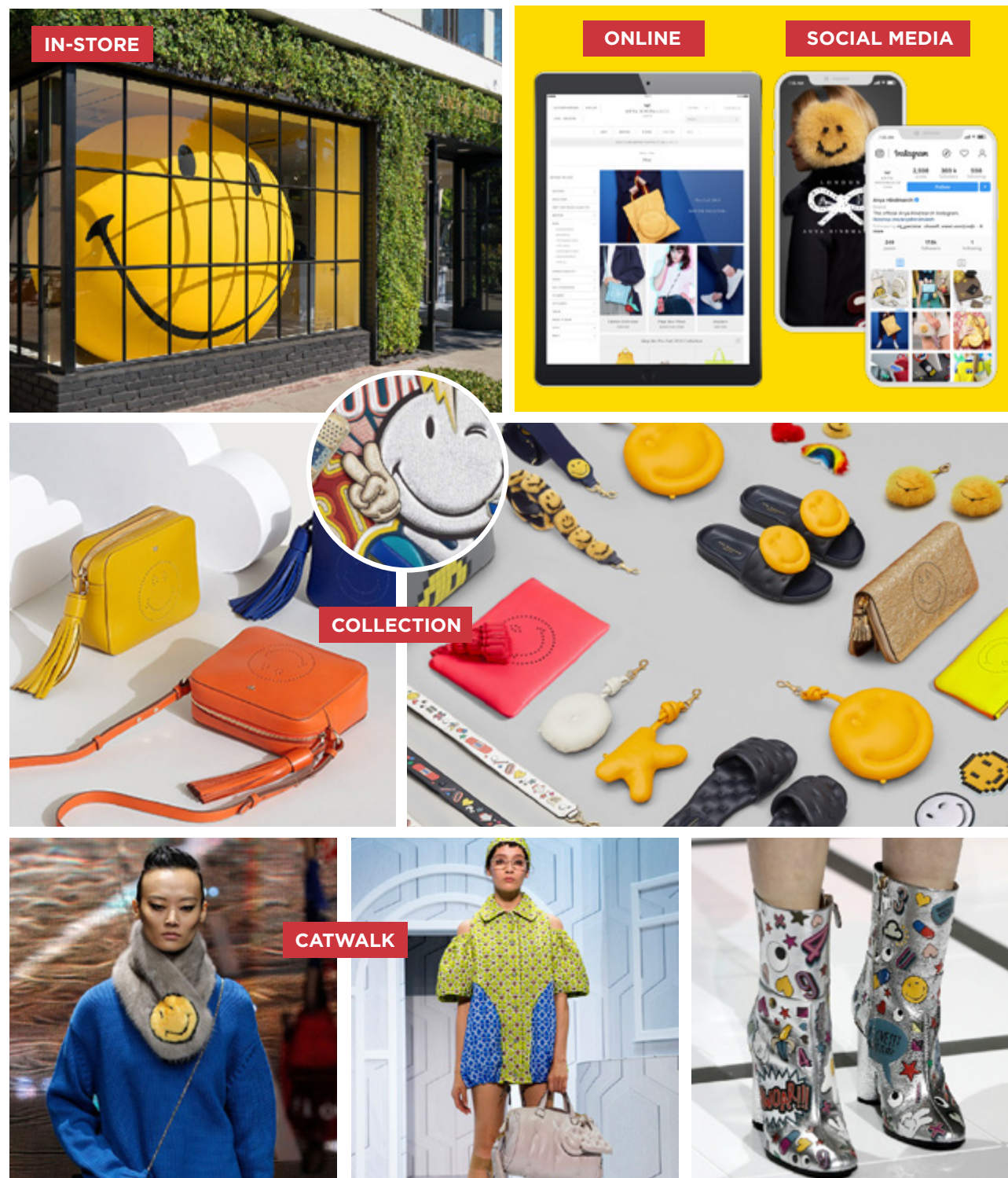
LUXURY  
FOOD  
FASHION  
BEAUTY  
DIRECT TO RETAIL  
ACTIVATIONS  
DIGITAL





## ANYA HINDMARCH X SMILEY

Luxury brand Anya Hindmarch expands its product line from handbags to stickers, backpacks, wallets and footwear by utilising Smiley Original and SmileyWorld icons to create on-trend best selling collections.



Grown  
Smiley collection  
from 47 to 238 SKUs,  
resulting in over  
**€20 Million**  
in retail sale



## VITTEL X SMILEY

Smiley partnered with Vittel Nestle Waters, Europe's leading premium mineral water company, to launch a special limited edition Smiley Collection, bringing a new playful range direct-to-retail. Supported by a 360-marketing program including; broadcast TV, outdoor advertising, in-store, POS and online activations.



Video animations targeted to specific audience personas, from young children to office professionals.

The four bottle collection with its unique Smiley icons are targeted to different audiences

**“ WE SAW A POSITIVE UPLIFT...  
SMILEY HAD A GREAT IMPACT  
ON OUR SALES ”**

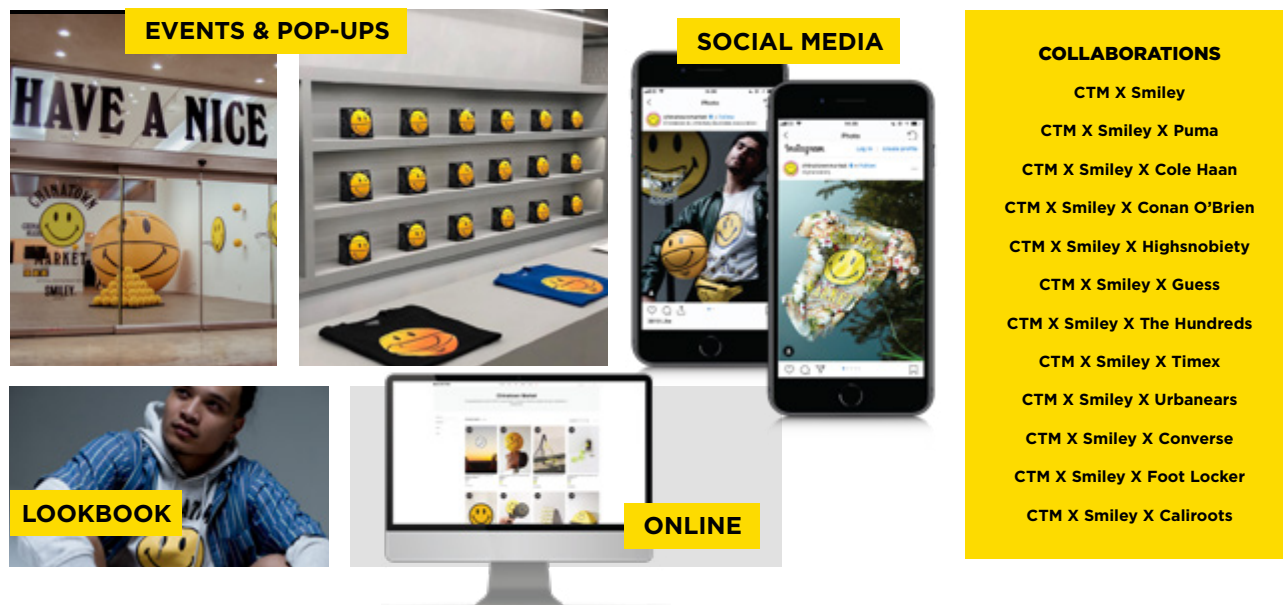
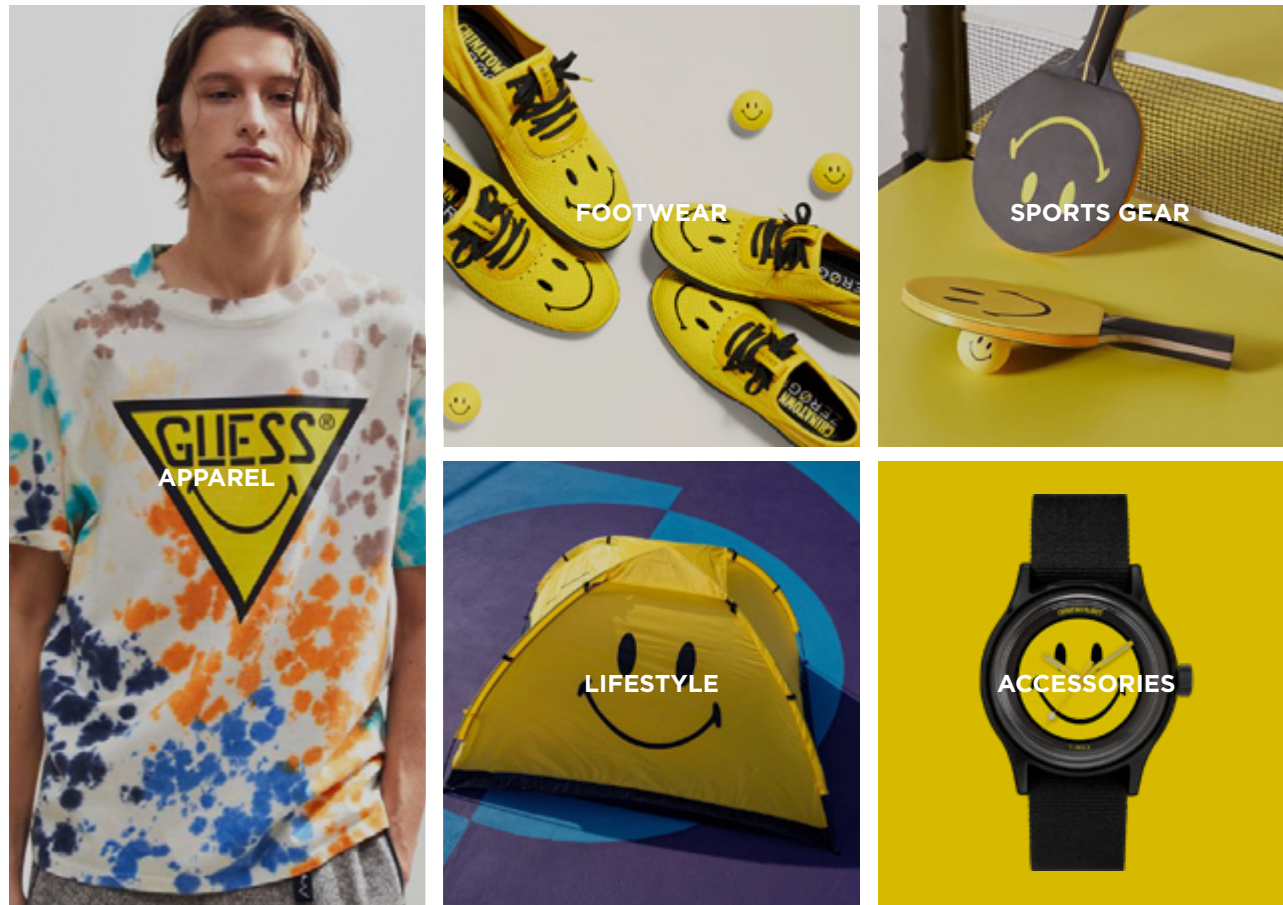
*Mathilde Parmentier*  
Global Senior Brand Manager VITTEL





## CHINATOWN X SMILEY

Chinatown Market and Smiley have become the newest duo of the fashion world, teaming up as a master collab to develop sell-out 3-way collaborations with some of the world's leading brands. The streetwear brand based in Los Angeles has become a cult brand among up-and-coming trendsetters in the US and beyond.



### COLLABORATIONS

- CTM X Smiley
- CTM X Smiley X Puma
- CTM X Smiley X Cole Haan
- CTM X Smiley X Conan O'Brien
- CTM X Smiley X Highsnobiety
- CTM X Smiley X Guess
- CTM X Smiley X The Hundreds
- CTM X Smiley X Timex
- CTM X Smiley X Urbanears
- CTM X Smiley X Converse
- CTM X Smiley X Foot Locker
- CTM X Smiley X Caliroots

Over  
**50,000**  
units sold throughout 25  
countries in the first year  
of collaborations

Over  
**80**  
individual SKUs  
created





# LEE X SMILEY

Top selling exclusive Smiley x Lee collections sold throughout China, Europe and the USA.

IN-STORE



INFLUENCERS



LOOKBOOK



ONLINE



FESTIVAL



Sold Over  
**159,000**  
Units to Date

Over  
**148%**  
Growth  
Over 2 years

Achieving  
excellent retail  
coverage in  
Europe, USA &  
China





# PULL & BEAR X SMILEY

Smiley's first post lockdown launch provided some much-needed 'feel-good' as the world reopened to a new normal in uncertain times. Captivating consumers' hearts and minds through best-selling product and marketing campaigns aimed at making the world a more creative and positive place.



IN-STORE



ONLINE



SOCIAL MEDIA FILTERS

 <p>@THEKHAN 12.4M</p>	 <p>@JUSTMAIKO 36.1M</p>	 <p>@ROSE.THR 3.6M</p>	 <p>@LUKASRIEGER 3.5M</p>
 <p>@VICTORPEREZ 5.8M</p>	 <p>@MONISMURF 5.6M</p>	 <p>@AKAMZTWENTY20 2.6M</p>	 <p>@HAVANNAWINTER 3.2M</p>

TIK TOK CHALLENGE



LAUNCHING EVENT



GAME





## SMILEYWORLD AT CENTRAL GROUP MALLS

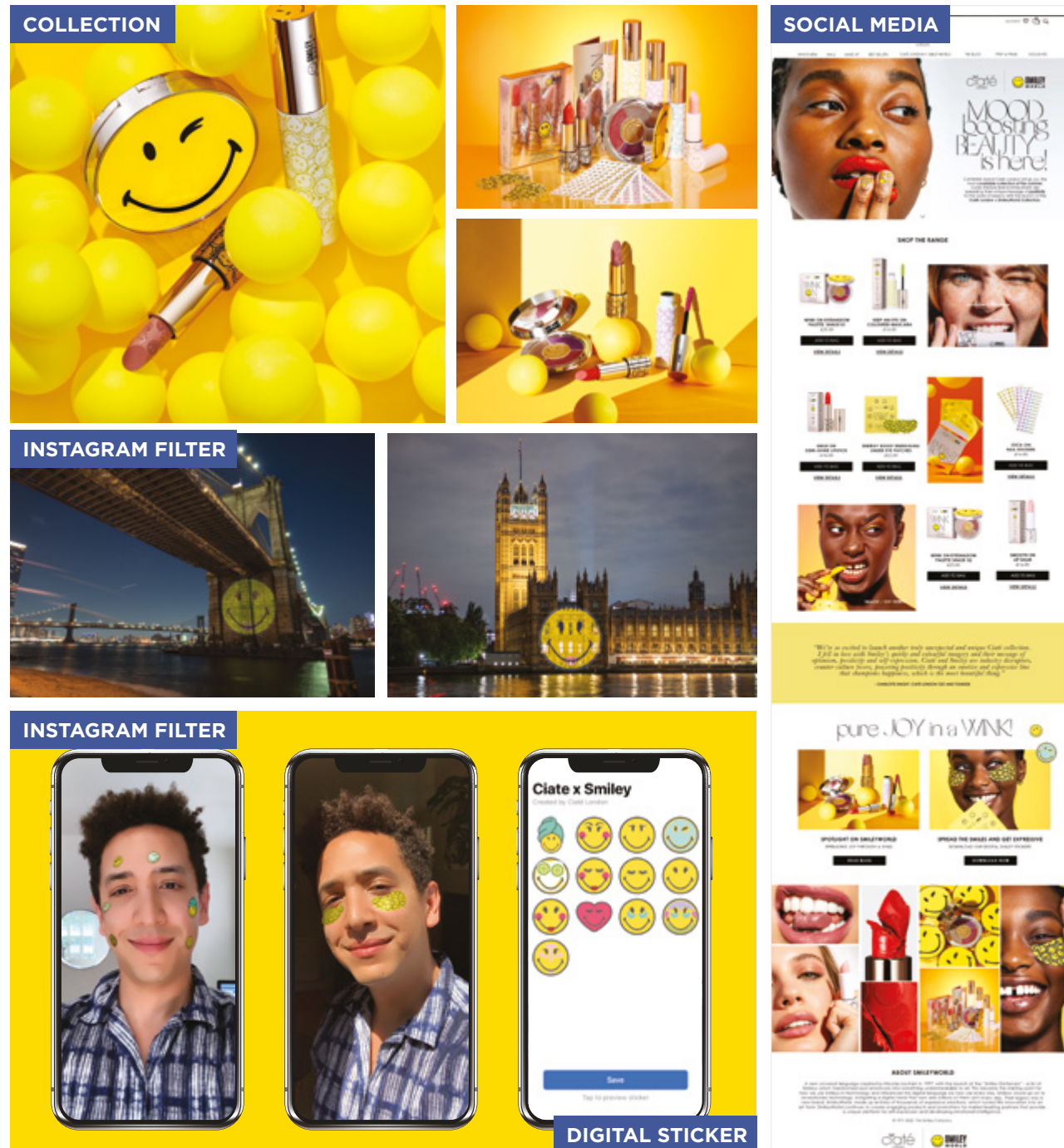
To celebrate the winter holidays and the new year, the Smiley studio created very original displays with a variety of icons and characters for Central malls in Thailand.





## CIATÉ X SMILEYWORLD

Cult British beauty brand Ciaté London co-created a 9-piece range of cosmetics designed to encourage beauty lovers to experiment with colour, explore their style and express their individuality. The range featured lipstick, lip balm, mascaras, eyeshadow palette, nail art and under-eye patches. To boost positivity and mindfulness, the collection was infused with poppy and cacao extracts.





## HUAWEI X SMILEYWORLD

Huawei teamed up with Smiley to launch their new Nova 2 phone, highlighting the special “Smile Detection” function which allows the camera to automatically take a photo when it sees a smile. With Smiley takeovers of their stores across China during Golden Week, the Smiley launch celebration included in-store POS, activities and selfie stations, online and social promotional materials with accounts, and special animated Smiley digital stickers along with bespoke video content.

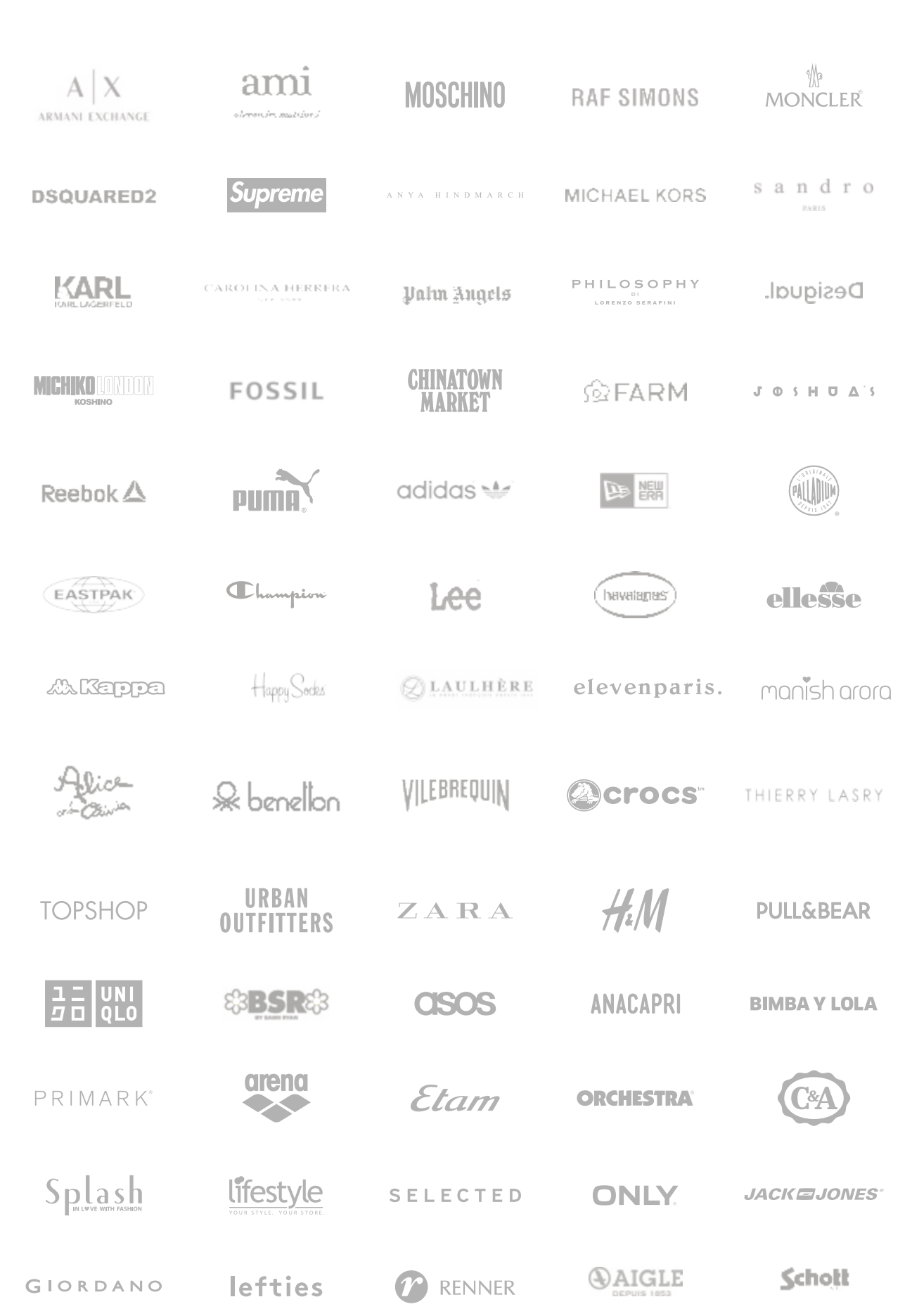


Shared to over  
**13 million**  
followers on  
Weibo





# SOME BRANDS WE LOVED WORKING WITH





**WE MAKE THE WORLD  
A HAPPIER PLACE™**

SmileyWorld Limited  
Unit 4.1, Lafone House, The Leather Market, 11/13 Weston Street, London, SE1 3ER  
[sales@smiley.com](mailto:sales@smiley.com) | [smiley.com](http://smiley.com)

Smiley, 🍻, names, characters and all related indicia are owned by The Smiley Company ©1971. All rights reserved.



