

SMILEY® 



**RETAIL
COLLABORATIONS**

**THE
ORIGINAL
SMILEY®
BRAND**



TAKING THE CATWALK TO THE SIDEWALK

Smiley has a completely unique approach to retail, with collaborations on the catwalk, in the world's most prestigious stores and at the same time having collections accessible to the mass market through some of the most popular high street chains. Creating opportunities to buy into Smiley at all market segments and ensuring that it is always an all encompassing brand.



ZARA

THE KIDS ARE ALRIGHT

Smiley continues to work with Inditex fast-fashion brand Zara, to co-create trendy best-selling collections, from bags to children's separates, especially designed to target this young demographic. It was one of the first brands to execute Smiley reverse sequin shirts, jumping on a trend that has been seen on other High Street and luxury brands globally.



MANGO

IT'S PLAY TIME

Mango's latest collection of SmileyWorld separates for children of denim, T-shirts and jackets are making a big impact within the children's fast-fashion category. Through the use of inspiring slogans, vibrant colour palette and trending appliques of metallic foil, rhinestone and intricate embroidery, Mango has worked with Smiley to push the production and design capabilities to the next level to deliver hot quality driven products that capture the latest consumer trends and maximise production lead time to help differentiate itself within the fast-fashion retail world.



PULL&BEAR

WHEN POSITIVITY AND POP ART COLLIDE

The T-shirt is experiencing a cultural makeover thanks to emerging trends in female expression and feminism. Smiley and Pull & Bear are tapping into these style codes to co-created a t-shirt with a positive, playful theme, using on-trend placement of the logo with a mischievous "over-the-bosom" placement of icons.



URBAN OUTFITTERS

URBAN PLAYS ON THE CLASSIC ICON

Continued high street successes with fashion lifestyle concept Urban Outfitters, who give Smiley the hipster makeover which ensures the icon is now a best selling staple across 238 stores worldwide.





SELECTED

CUT & SEW

This exclusive line of men's and women's cut and sew apparel, has a unique customised feel and features a juxtaposition of classic sophisticated knitwear with urban styling and is sold in 1,600 Selected stores.

BUTLERS[®]

SPREADING HAPPINESS IN THE HOME

Smiley and Butlers have teamed up to create an exciting range of homewares and associated lifestyle products. From chic and modern lighting, vibrant door mats and dining sets to stylish bags and accessories which are sold through 160 Butlers stores across Europe.

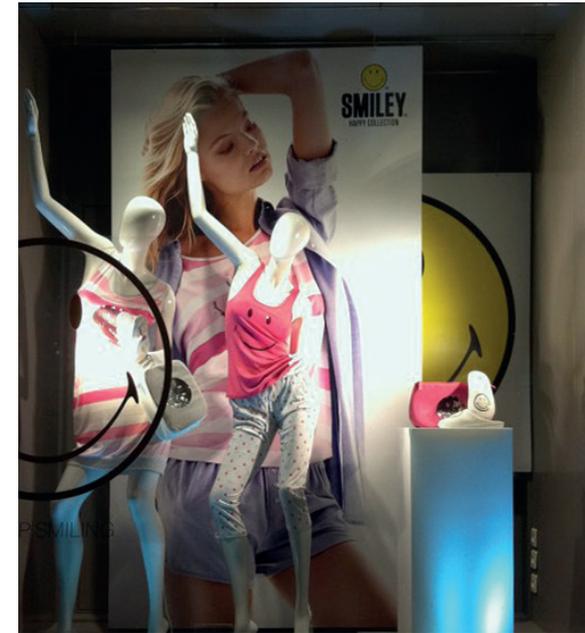




ZARA

STYLISH SEPARATES WITH A HAPPY TWIST

Smiley expands its highly successful partnership into Zara kids, with the latest collections launching through the global fashion retail powerhouse featuring a range of stylish separates with all-over prints and bold icons that sit alongside signature branding.



Etam

SWEET DREAMS

As this successful collaboration enters its fifth year, Smiley continues to be a best selling brand and a staple part of Etam's lingerie offer, which is sold in over 4,400 stores worldwide.



GLOBAL RETAIL SUPERPOWER

DTR with C&A which has launched into 800 stores and features a range of apparel for men, women's and kids. Distinctive colours, all over Smiley prints and fun plays on the classic Smiley icon highlight this exciting collection.



NOURISH THE BODY WITH HAPPINESS

Laline and Smiley create a limited edition collection of aromatic bath & body care products made to nourish the body and soul. Laline is a top quality beauty provider with over 100 stores worldwide and based in Israel.



ULTIMATE BEACHWEAR SEPERATES

World famous retailer Benetton collaborates with Smiley on a collection of beachwear for adults and kids. Featuring a full range of styles including bikinis, swim shorts, flip flops and other accessories that takes happiness to the beach across 6,000 outlets globally.



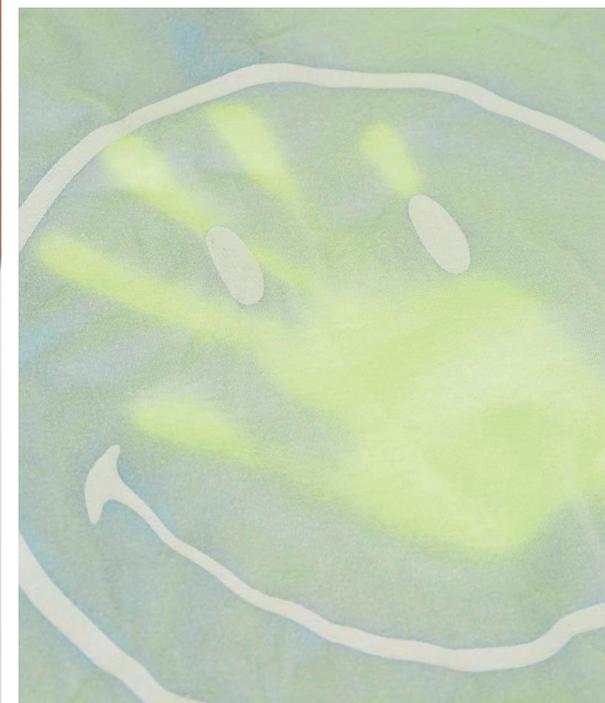
TOPMAN



NEWSFLASH:
TOPMAN
HAS
LANDED

Stock up on the
inimitable style
of the high-street
stalwart, new to
selfridges.com

TOPSHOP



ELECTRO POP INFUSED APPAREL

Smiley continues its long term partnership with Topshop, fusing happiness and positivity with ambient party vibes and available worldwide across 440 Topshop stores.

H&M

ORIGINAL SPORTY CUTS

Regular collaborations with H&M create happy and positive men's and women's apparel and accessory separates that sell out across 4,000 stores worldwide.

25





Meters/bonwe
不走寻常路

ICONIC MOTIFS AND ALL-OVER PRINTS

Smiley teamed up with China's leading apparel chain, Metres/bonwe launching a collection into 3,000 stores. The extensive Happy Collection of men and women's fashion across across a variety of styles including polos, sweatshirts, tees and oversized dresses.

ONLY®

SMILEY LAUNCHES ANOTHER BEST SELLER

Smiley joined forces with global retail powerhouse Only, an international high fashion brand with a reputation for creating denim inspired separates for women and a growing retail footprint globally.





HAPPINESS IS A STEP AWAY

Smiley joined forces with fashion footwear retailer Eram, to create a limited edition collection which celebrated both brands anniversaries in 2017. Featuring bold all-over Smiley patterns, eyes & mouth prints and big Smiley icons on the shoe's lips, all in classic sneaker styles.

bloomingdales

I LOVE ROCK & ROLL

Smiley has added to its ever growing roster of amazing retail partnerships with a recent launch at iconic department store, Bloomingdales. This super slick rock chick collection features distressed over-dyed tanks with choker neck detailing. Bloomingdales operates 38 department stores across the USA and is part of Macys Inc.



ESPRIT

TIMELESS CLASSICS

Smiley partners with feel good fashion brand Esprit, on a range of exclusive jersey and knit apparel for women which is sold through 900 retail doors.



**DEDIC
A^{ED}ED.**



THE DEDICATED FOLLOWERS OF FASHION

Collaboration with hipster Swedish brand Dedicated which is sold exclusively through retailer T Shirt Store.



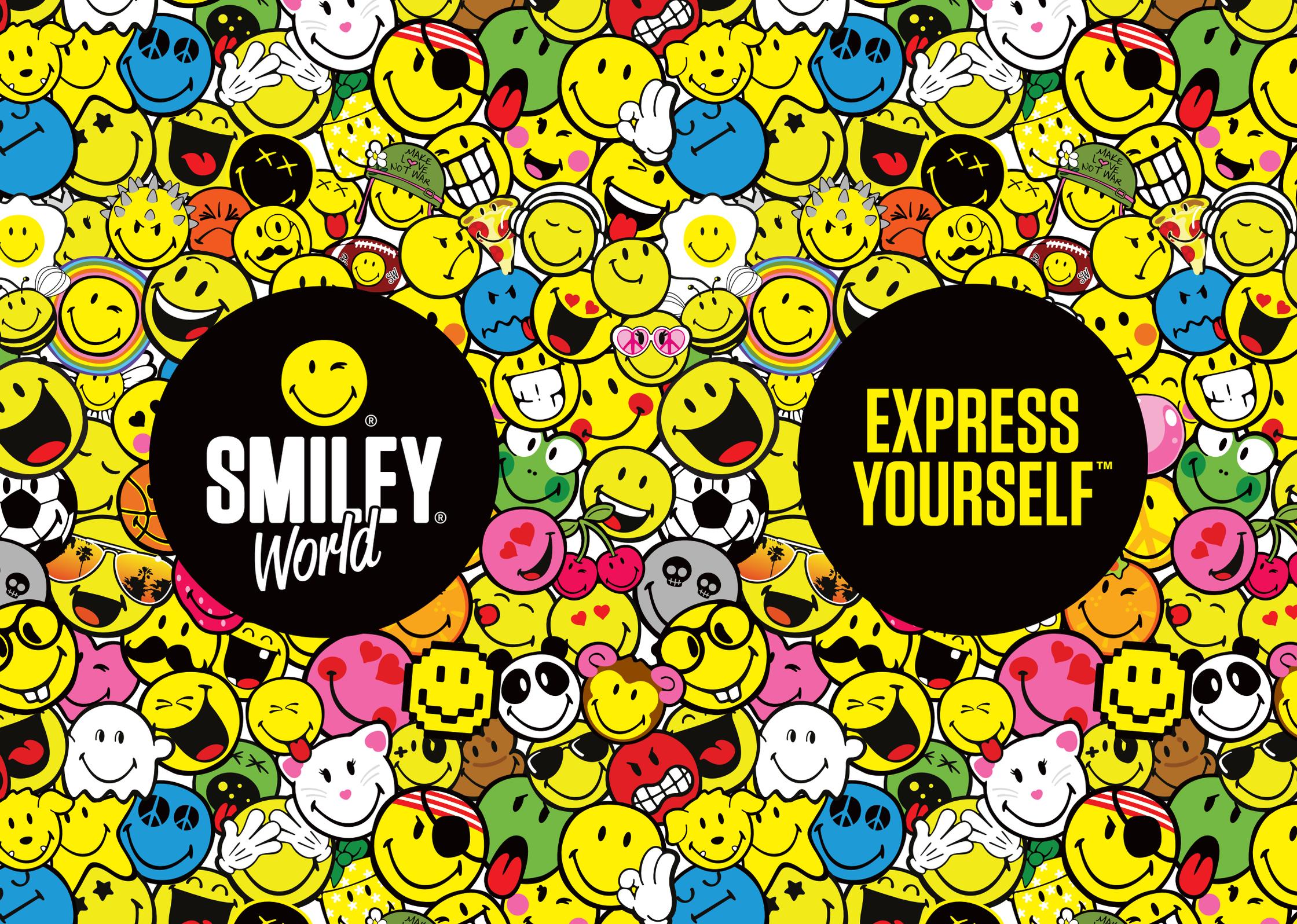
CACO

Make ur own style!



CLASSIC STREET STYLES

A men's and women's apparel collection that utilises Smiley's distinctive streetwear styles to create ongoing retail successes with this popular Taiwanese mid-market retailer.



SMILEY[®]
World[®]

**EXPRESS
YOURSELF™**

undiz

SLEEPWEAR WITH A 'NU' APPROACH

An exclusive range of sleepwear and underwear, which celebrates the retail debut of Smiley's "Nu Icons" design direction. Featuring pyjamas, fleece hoodies, tunics, tangas, and oversized Tees, the collection boasts printed motifs, patches, fuzzy icons, and slogans that are full of attitude!





PRIMARK®

**URBAN INSPIRED
POSITIVE ATTITUDES**

A major cross category retail program for all ages and genders with one of Europe's leading destination stores for on-trend lifestyle products. The collection features products that pay homage to Smiley's legacy in music, and draws reference from '90's grunge themes, and urban inspired pieces that are packed with attitude.



TREND INFLUENCED DESIGN TECHNIQUES

Known for its stylish and affordable fashions, C&A have teamed up with SmileyWorld to co-create ranges that not only leverages Smiley's vast directory of emoticons, but also the brand's eye for delivering trend-inspired style guides and design techniques that inspire self expression.





ZARA

INSPIRING YOUTH CULTURE

Smiley 'Happy Collection' and SmileyWorld collection for Zara TFL. This casual women's clothing line is geared towards a teenage audience and sold through 2,100 Zara stores worldwide.

MANGO

GLITZY EMBROIDERY WITH STYLISH EMOTICONS

SmileyWorld teamed up with Mango to create a capsule collection of glitzy reversible sequins on a range of varsity style sweats for girls, which is supplied into 1,700 stores in 100 countries.





PULL&BEAR

POSITIVE & HAPPY VIBES

Continuing to create seasonal collections of universally appealing apparel and accessories, Pull & Bear specialise in a range of jersey Smiley products that sell in 800 stores across the globe.



ORCHESTRA[®]

**QUALITY CLOTHING &
AFFORDABLE PRICE TAGS**

SmileyWorld has teamed up with Orchestra, one of Europe's largest specialist kids clothing chains, to create an exciting line of apparel that fuses high quality clothing with affordable pricing.



ASOS
discover fashion online

GLOBAL FASHION DESTINATION

Smiley partners with the hip online retailer ASOS, on a wide range of apparel and accessories for men and women. Offering ranges from Smiley and SmileyWorld, the world's happiest brand continues to be at the epicentre of this leading fashion retailer.



claire's

ULTIMATE ACCESSORIES

A complete accessories collection inspiring happiness through leading retailer Claire's, entering its third year and with distribution in 3,500 stores worldwide.



RESERVED

BOLD & POSITIVE STREETWEAR

SmileyWorld has teamed up with Reserved on a complete apparel collection sold in over 500 stores across Central and Eastern Europe. Pairing expressive slogans with pastel colours on eye catching prints to create a bold and positive urban collection.

CROPP

INSPIRED BY STREET CULTURE

An urban inspired collection with retailer CROPP, which has launched across more than 360 stores in Europe. Fusing fashionable streetwear styling with iconic emoticon graphics to create a vibrant and complete apparel collection.



COOLCAT[®]



THE COOLEST KIDS ON THE BLOCK

With 130 stores across the Netherlands, SmileyWorld continues to produce best-selling collections with this leading retailer of kids and adults apparel & accessories.

CHARACTER SHOP



Splash

BEST SELLING ICONS IN THE REGION

SmileyWorld is the number 1 trading brand at Splash, one of the region's largest fashion retailers. With 200 stores from India through to the UAE, Splash continues to deliver exciting emoticon inspired ranges.



FUN, FRESH & FUNKY

Fusing the colourful and upbeat tones of SmileyWorld with the unmistakable image of B.Duck, for a unique urban streetwear range of adults and kids apparel. Sold exclusively in B.Duck stores throughout Asia Pacific.





lifestyle[®]

**LANDMARK
APPAREL RANGES**

SmileyWorld enjoys a longstanding successful relationship with India's largest department stores, with 160 corners showcasing a collection of men's, women's & kids apparel across some of the most prestigious doors in India.

COTTON ON



THE SOUTHERN HEMISPHERE'S HIPPEST EXPRESSIONS

Smiley continues to collaborate with Australia's premier high street retailer Cotton On, creating emoticon inspired collections for young women across a range of jersey products and accessories. With over 1,000 stores worldwide this retail powerhouse and Smiley continue to grow their apparel offering together.

Bershka



SPORTY CUTS & CLASSIC ICONS

An exciting line of sweats, jersey separates and footwear for women, launched with this Spanish retail giant across over 1,000 retail doors throughout Europe.

WE MAKE THE WORLD
A HAPPIER PLACE™

THE
SMILEY®
COMPANY

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