

STAND B005

The Smiley Company
www.smileycompany.com



The Smiley logo is iconic, universal, simple and positive; spreading happiness since 1972. Globally recognized as the international symbol for happiness, making it one of the most famous and recognizable logos in the world. Smiley is more than an icon, brand and lifestyle; it's a spirit. Smiley started on January 1 1972 with the 'take time to smile' promotion in French newspaper 'France

Soir'. The smiley logo was used to highlight all good news so people could choose to read positive and uplifting articles. 40 years on the logo is now the symbol for a globally recognized brand and has enjoyed worldwide success with extensive licensing partnerships. All generations and cultures have embraced our products instigating hope, aspiration and positive energy.

Smiley

Smiley is more than an icon, brand and lifestyle; it's a spirit. It is here to remind people of how powerful a smile is and how much a simple smile can change your life and the lives of others around you.



Smiley World

SmileyWorld is a creative universe of self-expression. An international language of emotive icons used to express feeling either as a symbol or with a catchy slogan. Express yourself from our dictionary of over 2000 icons and seasonal style guides that transform product ranges from the typical to the unique.



Smiley Society

Smiley Society is based on youth culture style tribes; a group of people that dress in a distinctive style to show their membership in this group. The beauty of Smiley Society is that we can convey any fashion style with our emoticons to connect with that style tribe.

Smiley JR

Smiley Jr.'s mission is to collect happiness and bring them to every child around the world. With a buddy and positive attitude Smiley Jr. encourages expression and individualism in the most important stages in life, by teaching children they can be whoever they want to be!



Smiley Girl

Smiley Girl aims to bring love and happiness to the world. Empowering uniqueness Smiley Girl represents a fun and vivacious attitude inspiring young teens to reach for their dreams.