



The Smiley Company



**BOOTH 335**

The Smiley Company  
 nloufrani@smileylicensing.com  
 www.smileylicensing.com

The Smiley Company is home to one of the most recognisable brands in the world ‘Smiley’. Founded by Franklin Loufrani in 1971, ‘Smiley’ has gained global recognition as the symbol for happiness and has enjoyed worldwide success with extensive licensing partnerships.



**Smileyworld**

Smileyworld icons are the most effective communication system ever created. With more than 1000 icons classified in 18 categories they can express almost every possible message instantly. Smileyworld provides a collectible and educational concept for children and a lifestyle brand for teens and tweens enabling them to express their personalities in an edgy and fun way



**Smiley**

Smiley is an innovative unisex and universal multi-specialist brand devoted to providing happiness and making people smile. For the first time an emotion becomes a brand and a brand becomes an emotion.