



SMILEY®

JEWELLERY

Launching from June 2025

THE BRAND STABLE

SMILEY[®]



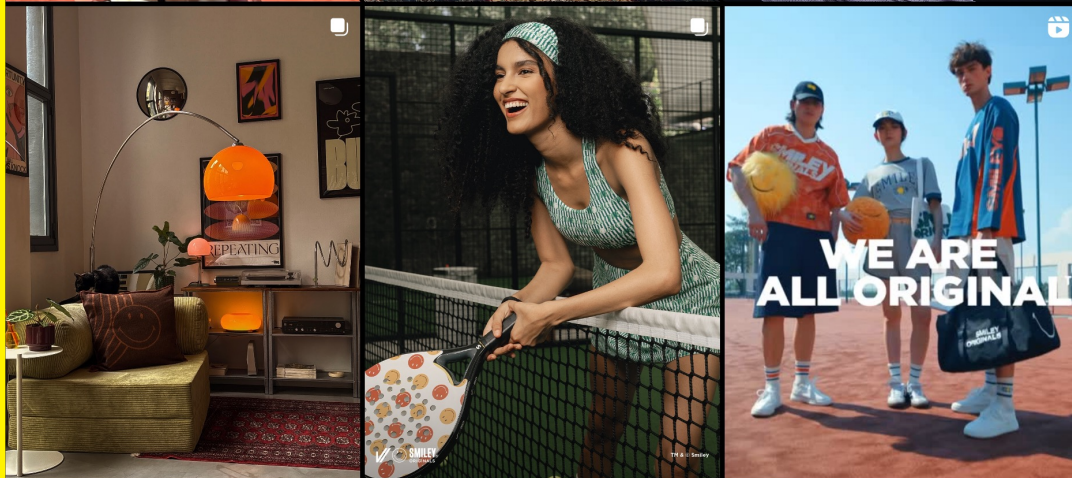


ABOUT SMILEY®

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 50 years, 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.

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® JEWELLERY

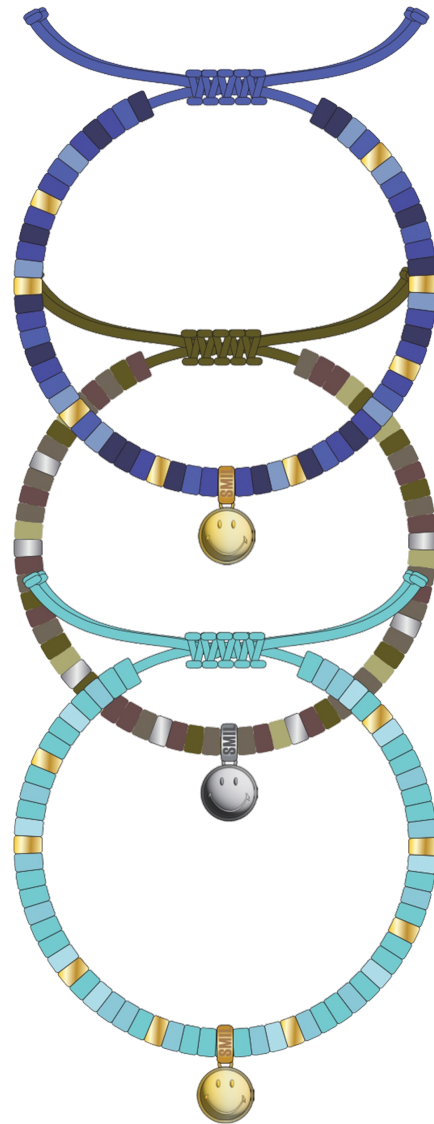
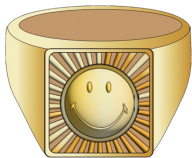
Smiley® is proud to preview its first jewellery collection in collaboration with The Brand Stable. The unisex assortment draws upon the essence of Smiley® - spreading a message of happiness and positivity. Unique, premium pieces are enriched with trend stories to show your own personal expression.

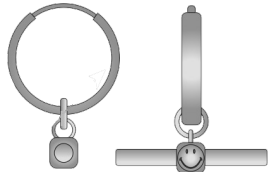
Every piece is made from 80% recycled, waterproof stainless steel, with a high-quality plated finish in silver or 14k gold. Products are offered in a premium gift pouch with boxed retail packaging.

Seasonal collections will respond to trend and key gifting moments during the year.



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SW.^{SMILEY®}
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ABOUT S.W.SMILEY®

S.W.Smiley®; a dynamic fusion of raw attitude and edgy style inspired by the underground subcultures of the global streetwear scene. S.W.Smiley® breaks free from conventional norms, embracing the rebellious spirit of emerging tribes and diverse cultural influences.

With its unapologetic flair and gritty aesthetic, S.W.Smiley® is more than just a brand – it's a revolution. It embodies the raw energy and irreverent charm of the streets, channelling the defiance of global subcultures into every stitch and detail.

Step into the world of S.W.Smiley® and unleash your inner rebel. From minimalist designs to bold graphics and eclectic prints, S.W.Smiley® invites you to defy expectations and stand out from the crowd. It's about pushing boundaries, breaking rules, and embracing the power of self-expression without compromise.

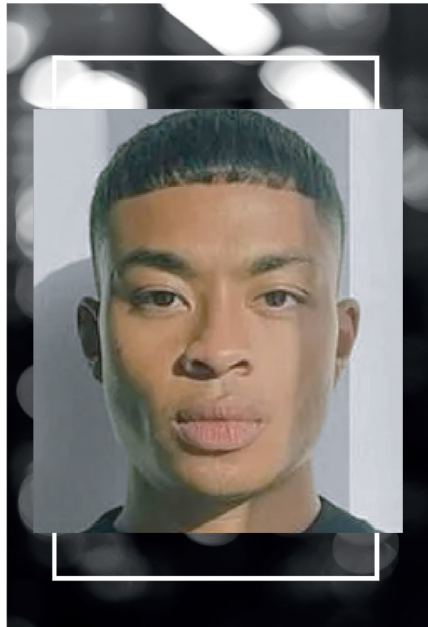
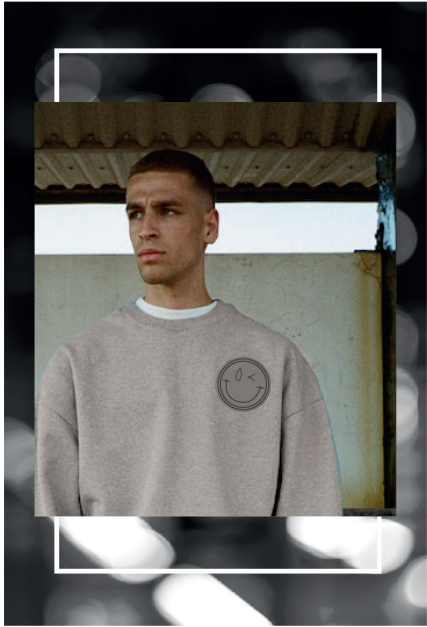
S.W.SMILEY® JEWELLERY

S.W.Smiley® is excited to preview its debut jewellery collection in collaboration with The Brand Stable. The unisex assortment draws upon the essence of S.W.Smiley® - rebellious energy with raw attitude. Distinctively designed pieces are presented in trend stories which give a flavour of current underground street style.

The collection features pieces in a range of materials, including stainless steel, which is waterproof and finished in a high-quality plated coating in silver or 14k gold. The collection also features alloy metals such as brass which can achieve a more affordable price point, yet retain the high quality design feel of S.W.Smiley®.

Seasonal collections will respond to trend, pop culture and key gifting moments during the year.











**SMILEY
WORLD®**

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**SMILEY
WORLD®**



ABOUT SMILEYWORLD®

SmileyWorld® is a 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. With a comprehensive library of over 3,000 icons, SmileyWorld® is a treasure trove of emotional expression that embodies the spirit of digital revolution.



**SMILEY
WORLD®**

SMILEYWORLD® JEWELLERY

SmileyWorld® is delighted to announce its first jewellery collection in collaboration with The Brand Stable. The unisex collection is designed with the spirit of SmileyWorld® - conveying the essence and complexities of emotional understanding with personal expression in a unique and positive approach.

SmileyWorld® designs are one of a kind and made of a variety of components including metal chains and bespoke casted pendants, colour enamelled charms and a variety of bright beads, cords and ropes. Pieces in the range are fun and exciting, and make for the perfect way to brighten your day and express your mood.

Seasonal collections will update with trend and storytelling moments, and product will renew with key holiday and gifting timings throughout the year.





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WORLD®**



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