

FOSSIL LAUNCHES LIMITED-EDITION BACKPACK AS PART OF SMILEY'S EXCLUSIVE 'COLLECTOR'S EDITION' COLLABORATIONS FOR 50TH ANNIVERSARY

Richardson, Texas – February 22, 2022 – Fossil is excited to announce the launch of our limited-edition backpack for Smiley's exclusive Collector's Edition — a series of 50 collaborations with some of the most exciting brands across fashion, lifestyle, home and beauty — celebrating the iconic brand's 50th anniversary. Initially trademarked in 1972 by French journalist Franklin Loufrani, Smiley is one of the most recognisable icons in graphic design. With a cultural influence ranging from Talking Heads to Nirvana, Acid House to DC Comics, Banksy to Murakami, Smiley has grown to become an international lifestyle brand with over 400 global partners, and continues to inspire leading creatives across the worlds of art, fashion, film, music, print and pop culture.

To mark this milestone anniversary, Smiley launches an ambitious and carefully selected collection of 50 brand collaborations through select retail partners around the globe — each inspired by renowned graffiti artist André Saraiva's reimagining of the iconic Smiley logo. Active in the early Parisian graffiti movement, Andre became widely recognised for his cartoonish characters and his alter ego Mr. A, which quickly became his signature design and an iconic character in the fashion and art world appearing across six continents. When approaching the redesign of the logo, Saraiva wanted to capture the essence of boundless positivity at the core of the Smiley brand. Merging both icons, Mr. A and the Smiley face, Saraiva has created a truly unique design to celebrate the brand anniversary with his signature spray cans.

"As a brand fueled by creativity and optimism, the Fossil team is thrilled to commemorate Smiley. After 50 years, Smiley's mantra of 'Take The Time To Smile' is more relevant today than ever," says Melissa Lowenkron, General Manager Fossil Brand. "We're honored to be a part of the Collector's Edition, launching a limited-edition iteration of one of our most iconic products inspired by Smiley's legacy and André Saraiva's reimagining of the famous Smiley face."

Launching with our bestselling Buckner silhouette, Fossil releases an exclusive backpack as part of Smiley's Collector's Edition. A true celebration of the brand's legacy of happiness, the bag features retro colors, signature and 50th anniversary Smiley graphics, and additional functionality with a detachable fanny pack. One more reason to smile — the ultra-collectible style is also made with vegan cactus and a REPREEVE® recycled polyester lining, aligning with Fossil's pro-planet initiatives. The [Smiley x Fossil Buckner Backpack](#) retails for **\$500** and is available in a limited quantity of just 350 units globally.

"After the challenging last couple of years, what better way to navigate out of these times with this campaign that aims to reverse a global smile deficit, spread positivity and fill the world with

smiles in 2022,” says Nicolas Loufrani, Smiley CEO. “This campaign has proved that Smiley’s unique, creative and positive symbolism continues to inspire some of the most influential artists, brands and tastemakers across the globe.”

The Collector’s Edition will be displayed and sold as part of Smiley takeovers of some of the world’s most influential department stores and retail chains, including all Galeries Lafayette stores globally, Nordstrom Special Project stores in the US, Hanhwa Galleria in Korea, Aizel in Moscow, Palacia del Hierro, Mexico, Cidade Jardim in Brazil and Urban Outfitters in Europe. The Smiley x Fossil Buckner Backpack will also be available on Fossil.com and in select Fossil stores.

Visit [Fossil.com](https://www.fossil.com) and follow @Fossil to stay up to date on current and future launches.

FOSSIL

[Fossil](https://www.fossil.com) was inspired by American creativity and ingenuity. Bringing new life into the watch industry by making quality, fashionable watches that were both fun and accessible. Creativity was at the heart of everything we did. Today, we continue to focus on what makes us, us: Our optimistic attitude, our dedication to authenticity and, of course, our creative spirit. The things we make, from traditional watches to smartwatches, bags to wallets, jewelry to gifts, complement every style, and fit every lifestyle—for all the moments that make you, you.

SMILEY

Created in 1972, by French journalist Franklin Loufrani to spread feel-good news, the Smiley TRADEMARK/BRAND would go on to become one of the most important icons in graphic design, bringing people together through a creative message that spreads positivity and putting social and emotional learning at the top of the agenda. Smiley is a universal counter culture icon with a message of positivity that has influenced generations across the globe. Reinvented and redefined by generations of activists, artists and creators, Smiley continues to thrive and influence future generations.

In 1996 Nicolas Loufrani, son of Franklin, took the helm whilst the world was in the midst of the digital revolution and saw a huge opportunity to bring Smiley into the digital world. Nicolas created a whole new way of communicating, using a variety of facial expressions on the original Smiley to convey emotions. His emoticons are now used by everyone around the world every day.

Pursuing Smiley’s goal to make the world a happier, kinder, more conscious place, Loufrani created Smiley Movement in 2017. Smiley Movement is a non-profit community which aims to inspire positive change in society addressing urgent societal and environmental problems. Smiley Movement provides a cross-media platform of news, videos, events and awards that connect the non-profit sector to the broader public to enlighten minds and empower people to take positive action.

Today, The Smiley Company is one of the world's top global licensing enterprises that extends across fashion and homewares, through to food and beverage and continues to embrace collaboration as an opportunity to spread this important message. For 2022 Smiley will bring back its original message of 'Take the Time to Smile' which is still as relevant as ever, by spreading this positive message through global activations, brand collaborations and feel good experiences. More than an icon, brand and lifestyle, Smiley is a spirit and philosophy and a reminder of how powerful a smile can be.