

FOSSIL GROUP

FOSSIL AND SMILEY CELEBRATE ICONIC GRAPHICS, BRAND HERITAGE AND THE POWER OF A SMILE WITH LAUNCH OF LIMITED-EDITION CAPSULE COLLECTION



Richardson, Texas – May 5, 2022 – Fossil, in partnership with Smiley®, is excited to announce our limited-edition capsule collection of cheerful accessories. Featuring the iconic brand’s trademark Smiley face and Fossil’s signature silhouettes, [Fossil x Smiley](#) includes handbags, small leather goods and jewelry with designs from both brands’ respective heritage. Following our first collaboration, which launched earlier this year as part of Smiley’s exclusive 50th anniversary Collector’s Edition, Fossil is thrilled to release a new collection of accessories that shares a mutual spirit of optimism — launching May 9.

Initially trademarked in 1972 by French journalist Franklin Loufrani, Smiley is one of the most recognizable 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. Fifty years later, Smiley’s message of ‘Take the Time to Smile’ remains as relevant as ever, inspiring the upbeat graphics and retro colors of our Fossil x Smiley collection.

“After the challenging last couple of years, what better way to navigate out of these times than 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. We are delighted to have Fossil on board as a valued partner.”

The collection launches with two handbags from our bestselling Kier platform — the **Fossil x Smiley Kier Tote** and **Fossil x Smiley Kier Crossbody**. Made with vegan cactus material and high-quality REPREVE® recycled polyester lining, both bags picture Smiley’s iconic face, cheerful daisy prints and key fob. The tote also features a removable denim pouch and print of

Smiley's upbeat mantra 'Positive State Of Mind' on the bottom. Fossil x Smiley also includes a denim-inspired version of the **Gigi Drawstring Shoulder Bag**, with signature prints and key fob. The capsule's bags will be available for **\$350** (Kier Tote) and **\$250** (Kier Crossbody, Gigi Drawstring Shoulder Bag).

Launching alongside these are small leather goods, including the **Fossil x Smiley Logan Zip Around Clutch**, **Polly Card Case**, and **Steven Card Case** in leather, as well as the **Joshua Bifold Wallet** and **Joshua Slim Card Case** made with vegan cactus material. Plus, add even more smiles to your accessories with our daisy **Key Fob** and **Scarf**. These pieces will be available for **\$100** (Logan Zip Around Clutch), **\$55** (Polly Card Case), **\$75** (Joshua Bifold), **\$45** (Joshua Slim Card Case, Steven Card Case, Key Fob) and **\$18** (Scarf).

The Fossil x Smiley collection also includes gold-tone jewelry, with pieces highlighting the Smiley face, daisy motif and colorful beads. Launching in the capsule are **stud and hoop earrings**, two **bracelets**, three **necklaces** and a **ring** — these will be available for **\$35** (stud earrings), **\$45** (hoop earrings, bracelet, ring), **\$50** (bracelet) and **\$55** (necklaces).

Visit [Fossil.com](https://www.fossil.com) to shop the Fossil x Smiley collection beginning May 9, 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.

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[Smiley.com](https://www.smiley.com)