

POP-IN@NORDSTROM SMILEY®

POP-IN@NORDSTROM CELEBRATES 50 YEARS OF SMILEY®

SEATTLE (March 4) – It's time to smile, as Pop-In@Nordstrom is celebrating The Smiley® Company's 50th Anniversary with the most joyful collection of collaborations from some of our favorite brands featuring the iconic and original Smiley®. Pop-In@Nordstrom x Smiley® will feature an assortment of co-branded Smiley® products, ranging from clothing, beauty, accessories and home décor - all embodying the optimism associated with Smiley. Housing more than 30 brands, Pop-In@Nordstrom x Smiley® will be available for a limited time only, launching March 4 in select Nordstrom stores and online at Nordstrom.com/pop.

"Smiley® is the perfect partner for us to collaborate with this spring, bringing our customers a bright and optimistic collection of merchandise that feature everyone's favorite logo," said Olivia Kim, VP of Creative Projects and Home at Nordstrom. "Smiling is the simplest way to pass on happiness and kindness, and I'm excited for our customers to immerse themselves in a fun and feel-good experience through the shop and hope it inspires them to spread smiles in their everyday lives."

Pop-In@Nordstrom x Smiley® will be sure to bring a smile to your face spreading positivity around every corner with products that adorn everyone's favorite and most iconic logo – the original Smiley®. Find limited-edition pieces like luggage tags and card wallets from Smathers & Branson, and the happiest pajamas from Sleepy Jones. Discover the most cheerful fashion choices from Alice + Olivia, By Samii Ryan, JOSHUA*S, Lee Jeans, Sandro and Philosophy di Lorenzo Serafini, that will make getting dressed feel joyful.

For customers looking to bring Smiley® into their homes, the shop will offer many décor and lifestyle products like candles from Goodies, smiley rugs from Maison Deux, and a smiley lamp from Mr. Maria - that will truly brighten up your space. The shop will also offer a fun assortment of pool and beach games from Sunnyslife, limited edition skateboards from The Skateroom featuring artwork from renowned graffiti artist André Saraiva, and accessories from Eastpak and LOQI. No matter where in your life you are looking for an extra spark of happiness or positivity, Pop-In@Nordstrom x Smiley® has something for everyone.

"For five decades, Smiley has collaborated with a wide array of brands spanning fashion, design, music and more. As we celebrate our 50th anniversary and continue to write the next chapters of the Smiley brand story, collaborating with an exciting retail partner like Nordstrom was a natural fit for us," said Nicolas Loufrani, CEO of The Smiley Company. "The Pop-In@Nordstrom x Smiley® experience brings our carefully curated collection to life in a fun, interactive way that highlights our commitment to continuing to spread positivity and optimism for the next 50 years."

To celebrate the launch of the shop, Pop-In@Nordstrom x Smiley® smile ambassadors will be traveling through New York City on the weekend of March 13-14 to spread smiles and hand out surprises throughout parks in Manhattan and Brooklyn with an interactive photo booth van experience.

[HERE](#) is a link to product and editorial imagery – shop images will be available on launch day, March 4.

Pop-In@Nordstrom x Smiley® features brands including:

- Alice + Olivia
- Bicycle
- By Samii Ryan
- Carolina Herrera 212
- Ciaté London
- Eastpak
- Glassie
- Goodies
- Happy Plugs
- Happy Socks
- Hoptimist
- JOSHUA*S
- Lee Jeans
- LOQI
- Love Your Melon
- Maison Deux
- MARKET
- Moschino
- Moxyo
- Mr Maria
- Palm Angels
- PathWater
- Philosophy di Lorenzo Serafini
- Pintrill
- Saint James
- Sandro
- Sleepy Jones
- Slowtide
- Smathers & Branson
- Smiley
- Sunnylife
- The Skateroom
- Thierry Lasry
- Vanessa Bruno
- Vilebrequin

Pop-In@Nordstrom x Smiley® is available in nine Nordstrom locations and online at Nordstrom.com/pop from March 4 through April 17.

- Bellevue Square, Bellevue, WA
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Michigan Avenue, Chicago, IL
- NorthPark Center, Dallas, TX
- Nordstrom NYC Flagship, New York, NY
- South Coast Plaza, Costa Mesa, CA
- Valley Fair, San Jose, CA

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and a batch of new, often exclusive merchandise. Pop-In takes two forms: a shop curated around a theme featuring brands across different product categories (fashion, beauty, lifestyle, home/garden, sports/outdoors, etc.), or a partnership with a single brand to bring “the world of” to customers.

Pop-In@Nordstrom was built on a monthly rotation to keep customers coming back to discover new brands, new merchandise and create a fun and compelling experience in stores and online. Each shop features a mix of hand-picked merchandise spanning the high/low price range, with price points often starting at \$5.

Pop-In@Nordstrom was the first initiative from the Nordstrom Creative Projects team, under the direction of Olivia Kim (Vice President of Creative Projects). In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer’s national locations. Pop-In@Nordstrom partnerships have included: Aesop, Allbirds, Alexander Wang, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London’s Flowers of Liberty collection, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

ABOUT THE SMILEY® COMPANY:

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.

Follow [@Smiley](#) on Instagram for more smiley-worthy positivity and visit www.smiley.com to learn more about Smiley's 50th Anniversary.

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