

A close-up photograph of several yellow basketballs. Each basketball is decorated with a simple black smiley face, consisting of two vertical oval eyes and a wide, upward-curving mouth. The basketballs are arranged in a cluster, with some in the foreground and others slightly behind, creating a sense of depth. The lighting is bright, highlighting the textured surface of the balls.

UNIQUE STYLE PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
90's SMILEY

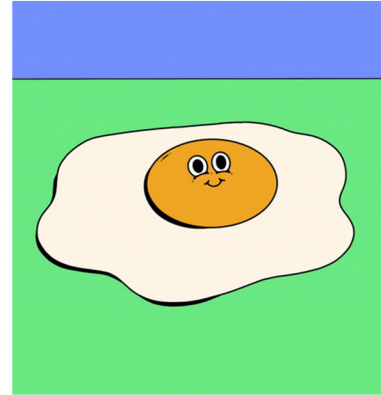
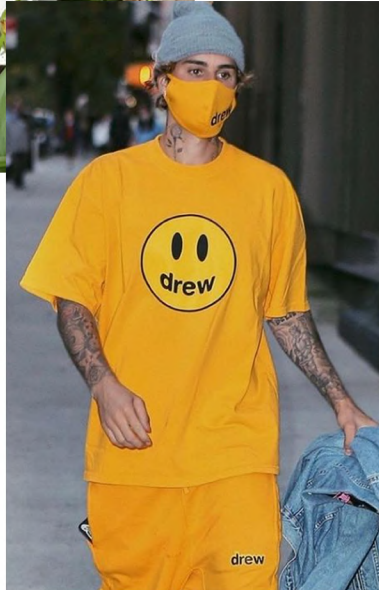


The **90's** continues to inspire fashion and lifestyle, especially the **rave smiley** motif. Tapping into consumer demand for **upbeat and kind messaging**, the smiley face has been adopted by **Ganni**, **Justin Bieber's** fashion line, **Drew**, and streetwear label **Chinatown Market**, as well as many independent **Instagram** and **Depop** brands.

A book dedicated to the smiley is currently being crowdfunded, celebrating the design's impact on art, music and alternative culture. *The Sm;le Book* is a project curated by former UK rave DJ **DB Burkemam** and Creative Director **Rich Browd**.

# USP INSPIRE: 90's SMILEY

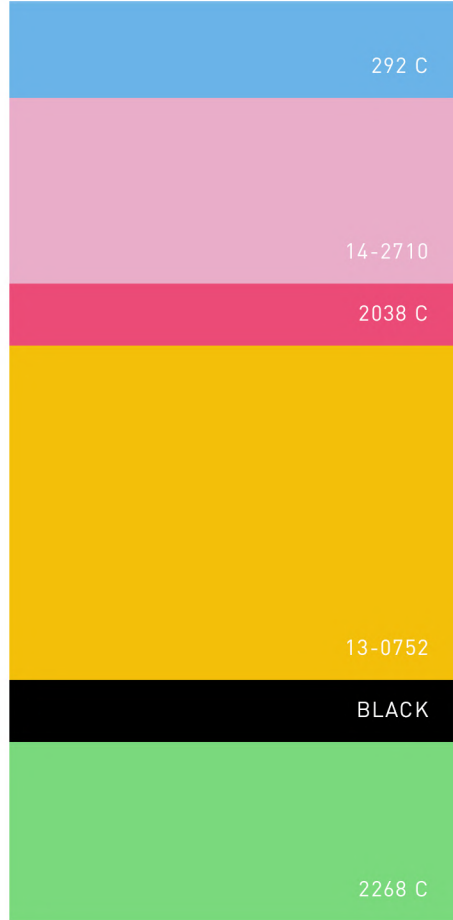
# MOOD



Be inspired by a fun and upbeat mood, with tongue-in-cheek motifs of smiley faces boldly printed onto clothing, accessories and interior products

# USP INSPIRE: 90's SMILEY

# COLOUR



292 C

14-2710

2038 C

13-0752

BLACK

2268 C

Be inspired by a palette dominated by smiley sunshine yellow, paired with almost neon brights, and mixed back with black for a 90's rave edge