Reebok kicks off multi-season partnership with Smiley

By Sandra Halliday  -  April 6, 2022

Sports brand Reebok is linking up with UK-based Smiley in a multi-season partnership "encouraging creativity and positivity".

It starts with a special launch to mark Smiley’s 50th anniversary year, during which the Smiley icon is being used across a wide array of commemorative product for a big selection of brands globally. And the first drop is the Reebok Smiley Classic Leather Pump 50th.

The Classic is one of Reebok’s best-known silhouettes and features its Pump technology. The two companies have worked with graffiti artist Mr André, who created a graffiti piece that was printed on top of premium leather.

The graffiti leather panel is also “covered with a special white peel-off paint to disguise the shoe, giving it the appearance of a typical Classic Leather with Smiley accents – including a branded Pump component, spray-painted logo on the tongue and tonal Smiley logo on the back of the shoe”.

And the point of that? Over time the white paint will “crack and peel off to reveal Mr André’s bold, colourful print with multiple 50th anniversary spray-painted Smiley logos to emphasise the happiness that is always within, waiting to come through”.

It launches with unisex sizing starting on April 15 with other collaborations being revealed in the next few months.

The Smiley Company is one of the world's top global licensing enterprises and its icon can be found not just on clothing and accessories but on homewares, and even food and beverages.

In its half-century year, the company is also working with Lee, Raf Simons, Sandro, Karl Lagerfeld, Reebok, Dsquared2, Galeries Lafayette, Nordstrom, Urban Outfitters, Hanwa Galleria, Palacia del Herro and Cidade de Jardim, among others.