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emoji® - The Iconic Brand.



In 2013, the emoji company had the vision to turn the most powerful digital phenomenon of the 21st century into a physical lifestyle brand and to make icons available for universal licensing.

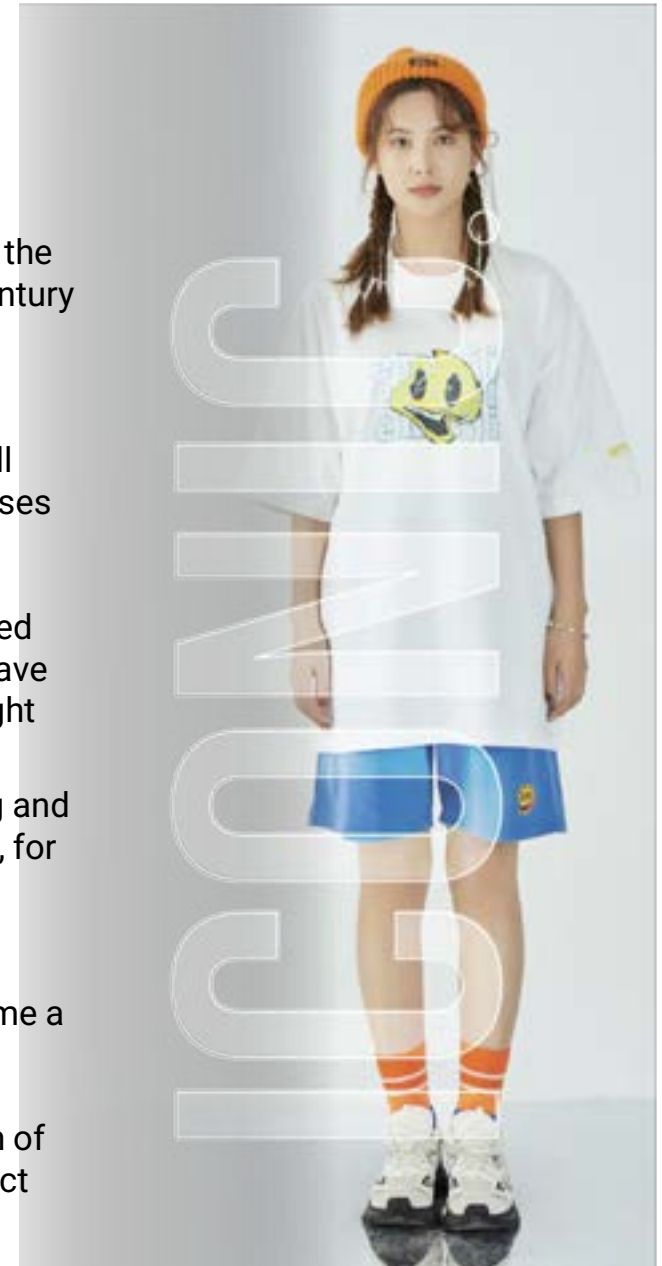
Today, the official emoji® brand is registered in all major territories around the globe in up to 45 classes for goods and services.

In total, more than 1000 trademarks have been filed globally and more than 25.000 vectorized icons have been developed from scratch and filed for copyright protection with the U.S. Copyright office.

The official emoji® brand sprays positive emotions and is the perfect symbiosis of branding and popular content which makes the brand perfect for cross category licensing, for promotions, for loyalty programs, for publishing activities of any kind and for the integration into marketing campaigns.

As a result, more than 1400 reputable companies from all over the world have already become a license partner for emoji® - The Iconic Brand.

In an overloaded world where communication is everything and both time and concentration of customers is narrowed the official emoji® brand is perfect to catch consumer attention direct and straightforward.





emoji® brand

For Her. For Him. For Them.

The emoji® brand is a dynamic and constantly evolving lifestyle brand for kids, teenagers and adults; expressive, colorful and accessible.

Being popular all over the world, the emoji® brand can truly be called a universal brand with year-round potential. In fact, every human being notionally has the potential for being a prospective client for official emoji® brand products.

Permanent brand support is guaranteed through promotional marketing campaigns which are executed through TV commercials, in store promotions, via loyalty programs and by digital initiatives.

The product lines include casual apparel for kids, teenagers and adults, footwear, bags, luggage, accessories, eyewear, food & beverages, personal care, housewares, party goods, toys and playthings, stationary, publishing, jewelry and watches.

Its successful expansion beyond its original product category is the proof for a brand that has become a successful lifestyle brand. While apparel was the driver in the beginning these days, the emoji® brand offers an infinite product universe and covers both classic and innovative product categories.



billion US\$
in retail sales.

Suitable for

Apparel

Stationery

Toys

Personal Care

Publishing

Entertainment

Promotions

Loyalty Programs

Home & Decor

Food & Beverages

Advertisement

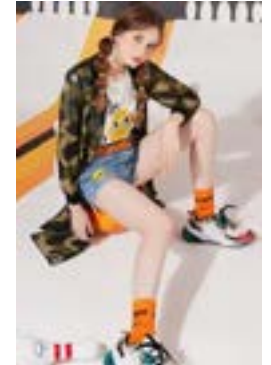
Represented by
+20 agents
across the Globe

Official emoji® brand products
sold in more than
+150 countries

+1400 noteworthy licensees

Worldwide

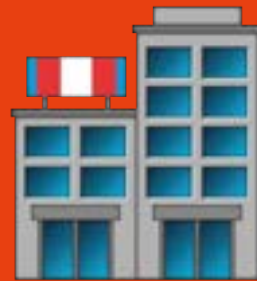
Thousands of SKU's
launched annually



e motional. m ulticultural. o fficial. j oyful. i conic.







emoji® Apparel









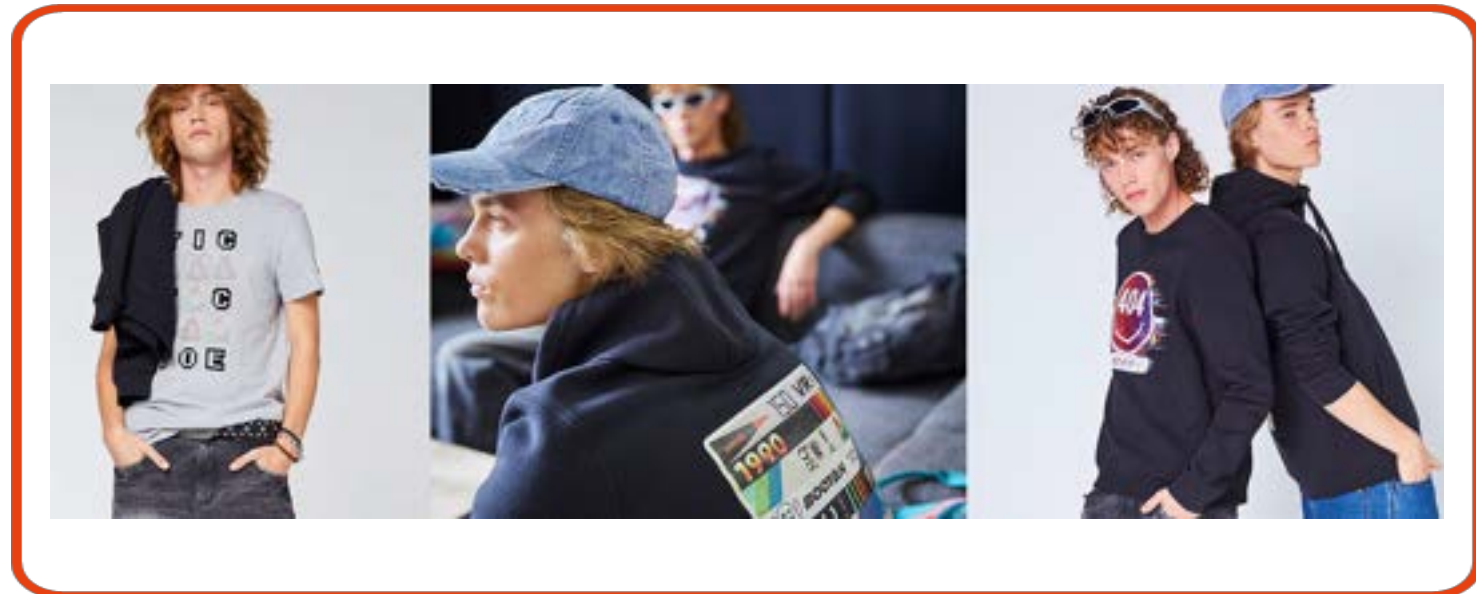






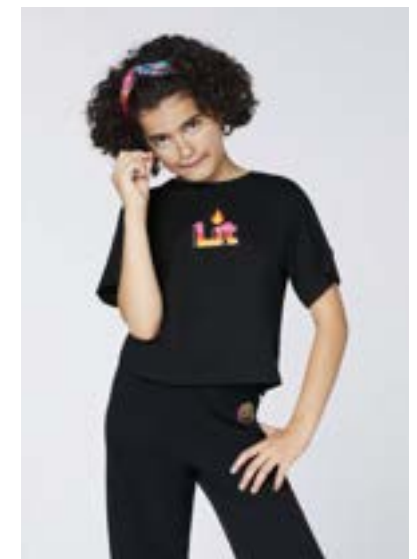
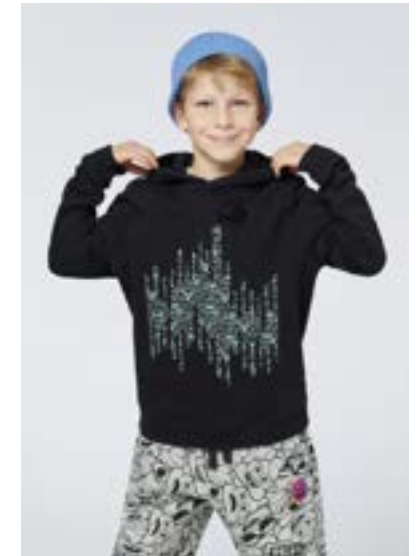
















Puma x emoji®

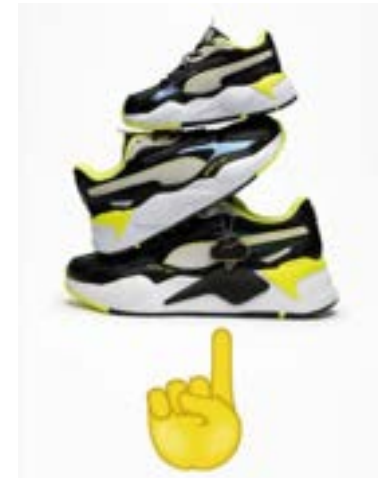
Country: Worldwide



PLAY VIDEO



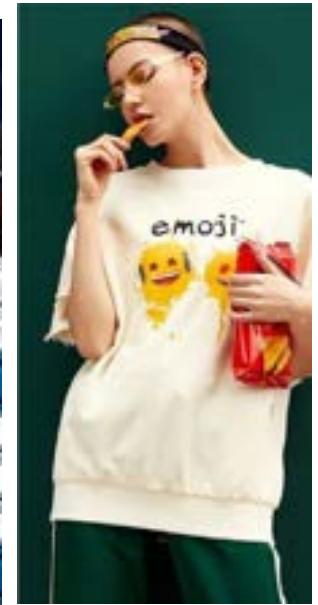
<https://www.youtube.com/watch?v=9gVlgO8RN1A>





Miss Sixty

Country: Worldwide



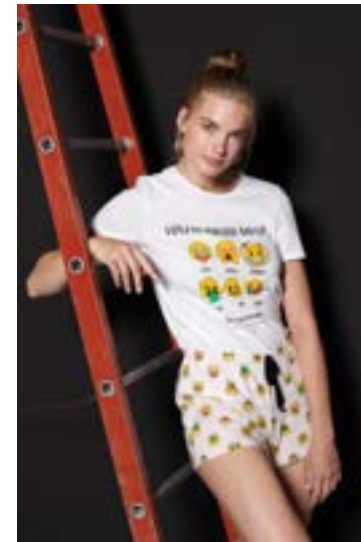
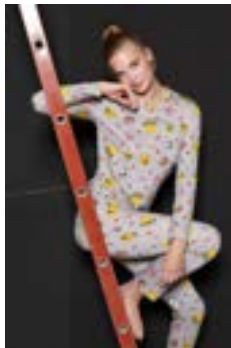
<https://youtu.be/e5i9dNRctCU>





Tezenis

Country: Italy, San Marino, Vatican City, Canton Ticino, Albania, Austria, Belgium, Cyprus, Croatia, France, Germany, Greece, Kosovo, Poland, Portugal, UK, Czech Republic, Romania, Russia, Serbia, Slovakia, Spain, Switzerland, Ukraine, Hungary, Bulgaria, Montenegro, Macedonia, Slovenia, Kuwait, Qatar, Iran, Jordan and Lebanon





Zara

Country: Worldwide





Zara Man

Country: Worldwide



Bershka

Bershka

Country: Europe





C&A

Country: Germany, Austria, Switzerland



PULL&BEAR

Pull & Bear

Country: Spain, Portugal, Andorra





LC23

Country: Italy





Ecolife

Country: Russia





Wego

Country: Japan





KappAhl

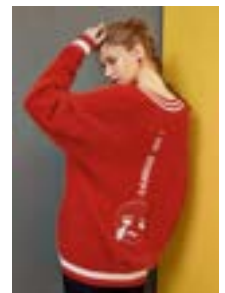
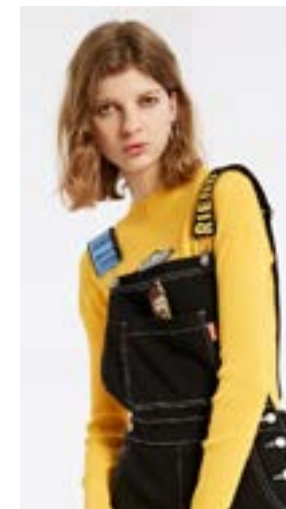
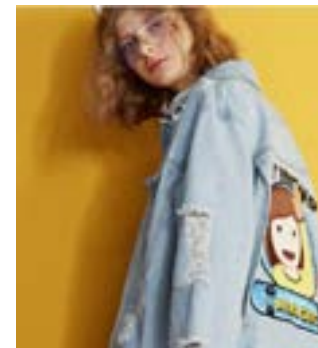
Country: Nordics





Peacebird

Country: China & Hong Kong





Edward Crutchley

Country: UK



Lee

Lee

Country: China



MINIME Parks

Collaboration with high street fashion brand MINIME Paris

Country: France





L'Oréal

Country: China





F4ntec

Country: Germany, France, Spain, UK, Italy, Japan, US



LC Waikiki

LC. Waikiki

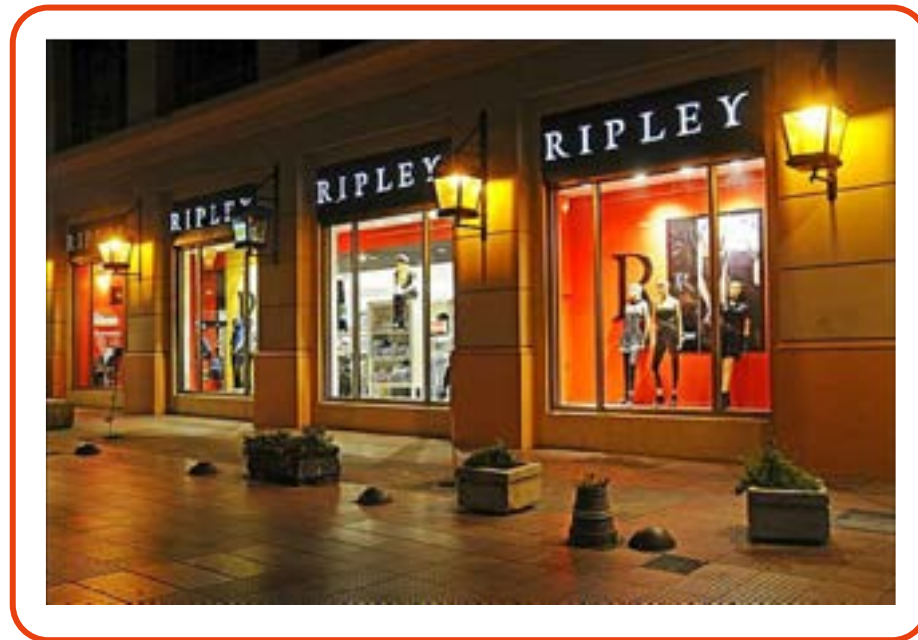
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RIPLEY

Country: Chile





Stationery & Bags





Gorétt

Country: Mexico





Guangzhou Zhongman Trading Co. Ltd.

Country: China





Torre

Country: Chile





La Plume Dorée

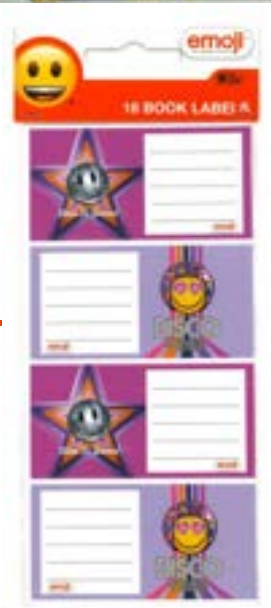
Country: France





SA Greetings Pty Ltd

Country: Angola, Botswana, Comoros, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Nigeria, South Africa, Uganda, United Republic of Tanzania, Zambia, Zimbabwe.





Guangzhou Babama Trading Ltd., Co.

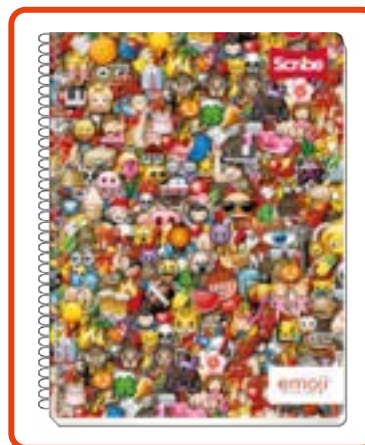
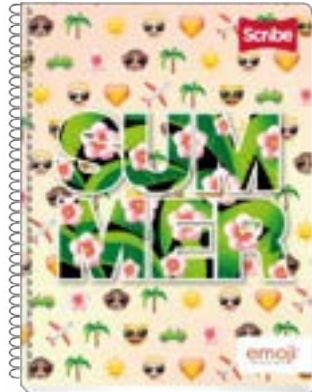
Country: China





Scribe

Country: Mexico & Central America





Elizabeth Arden

Country: Mainland China



Elizabeth Arden
NEW YORK

emoji
THE ICONIC BRAND

雅顿智囊ACE家族
由眼及面 表情自由



PLAY VIDEO

<https://www.youtube.com/watch?v=I3YmCUSspo4>

HEXS3

Hexze

Country: Mainland China





Paramount Brand Holdings

Country: US, Canada, Mexico





Centura Brands

Country: Canada





Banat Friça Ve Plastik San. A.S.

Country: Turkey, Northern Cyprus, Saudi Arabia



PLAY VIDEO



<https://youtu.be/Bviy3DQOvI0>



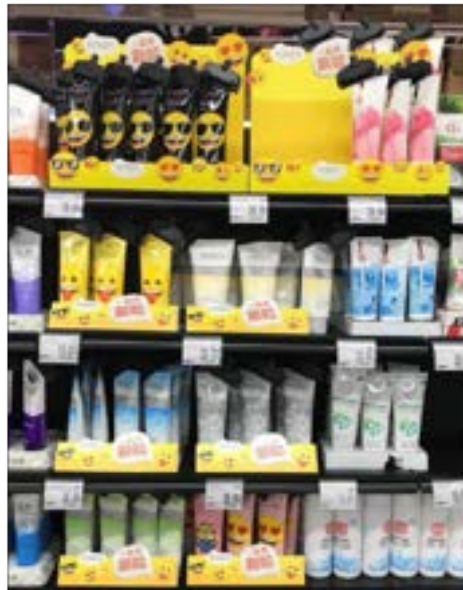
POND'S

Pond's

Country: China



PLAY VIDEO

<https://youtu.be/SmevCiz8ke0>

PLAY VIDEO

<https://youtu.be/-Qp99nq2wgY>



Anny

Country: Germany, Australia, Switzerland



innisfree

Innisfree

Country: South East Asia & US

2교시
응아니야
노세범 화학선생님!



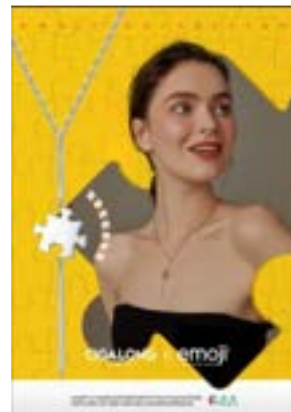
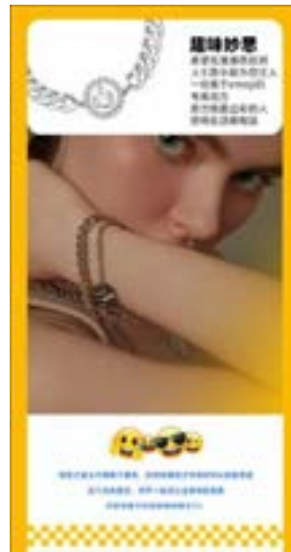
PLAY VIDEO

<https://www.youtube.com/watch?v=TTjVXX1XBTw&feature=youtu.be>



Ciga Long

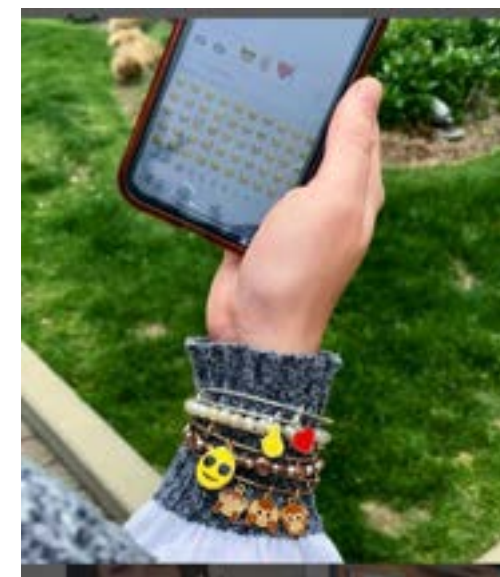
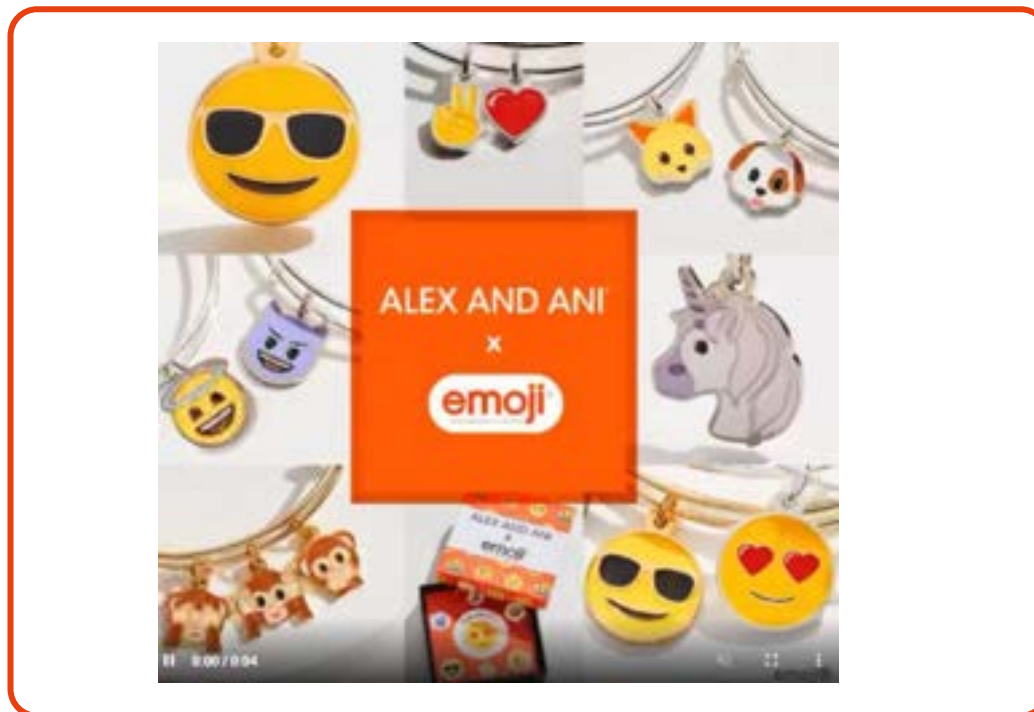
Country: Mainland China





Alex & Ani

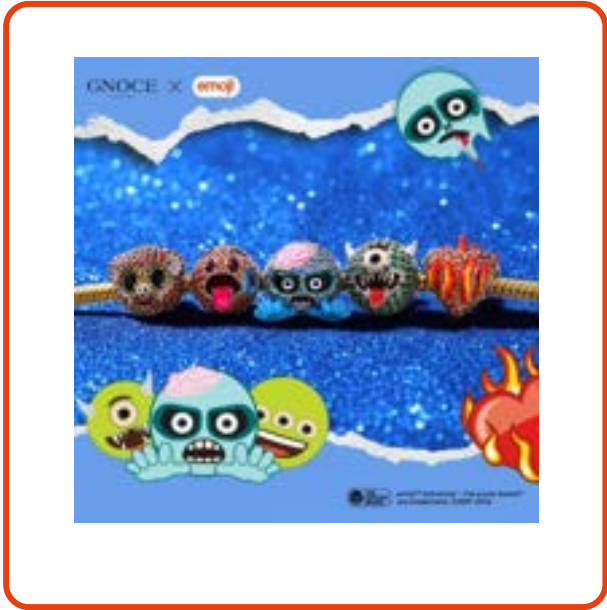
Country: US





Gnoce

Country: Worldwide



elli.

Elli

Country: Worldwide





Beijing (Shenzhen) Co., Ltd

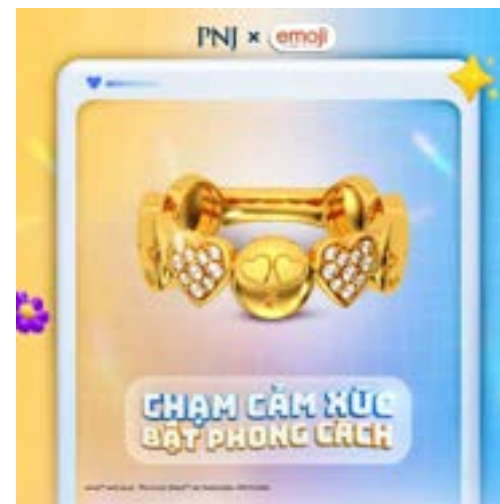
Country: China





PNJ

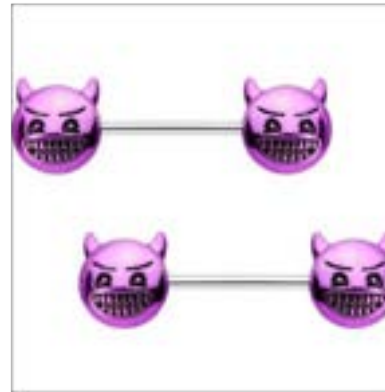
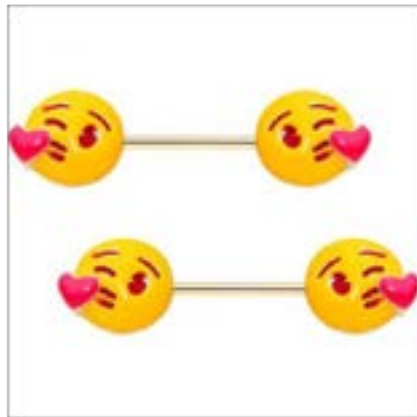
Country: Vietnam





Piercing Treasures

Country: US & Canada





Lazerbuilt

Country: UK, Ireland





New Era

Country: Brazil





New Era Cap Asia Pacific Limited

Country: China & Hong Kong



tervis

Tervis

Country: USA





Th. C Skagias S.A

Country: Cyprus, Greece, Malta

