
Bicycle X Smiley Collector's Edition - Pokerdeck

Limited-edition **Bicycle® X Smiley Collector's** edition deck of cards dials up the happiness and cool quotient with a fun, funky design that will help conjure up even more magical moments. From Moschino to Murikami; from DSquared to DC Comics, and from Bershka to Banksy, Smiley has inspired generations of artists, activists and dreamers. For the past 50 years, leading creatives and originators across the worlds of art, fashion and pop culture have subverted the Smiley in their creations.

This deck of cards was created in collaboration with both Smiley and André Saraiva who is a world-renowned graffiti artist, creative director and entrepreneur. He was born in Uppsala, Sweden and grew up in Paris, where he began his lifelong passion for graffiti, tagging his name all over the city's walls. He soon created Mr. A, his alter ego, which quickly became his signature design and an iconic character in the art and fashion world. André has drawn his caricature over 300,000 times, on six continents. André's works have been exhibited in museums, shows, and contemporary art galleries around the world. He has also collaborated with numerous brands, such as Chanel, Louis Vuitton, L'Oreal and Billionaire Boys Club just to name a few. Now an established hotelier, restaurateur and nightlife pioneer, André has never put his spray can away.

- **LIMITED EDITION WITH UNIQUE NUMBERED CARDS** - only 9,999 copies world-wide will be released and each deck will be uniquely numbered and authenticated with both The United States Playing Card and Smiley's company's seals
- **GRAFFITI INSPIRED DESIGNS** - this mash-up between the world's most famous brand of cards, a titan of street art, and the ultimate symbol of positivity is sure to bring a smile to your face.
- **BOLD COLORS** - iconic bright yellow and pink color pallet specially created by the artist André Saraiva will help lift up the mood and bring a spark of magic to your day
- **BESPOKE SMILEY CHARACTERS** - classic Bicycle and Smiley characters with unique André signature
- **SMILEY POP OUT** - a stunning deck of cards with a special surprise designed to delight: open the cap to discover the hidden Smiley which will pop out for your pleasure
- **PRINTED WITH NON-TOXIC, PLANT-BASED INKS** - printed with non-

toxic, plant-based inks to limit our environmental impact and ensure consumer safety

- MADE IN THE USA - proudly produced in Erlanger, Kentucky by The United States Playing Card Company