

APPAREL AND ACCESSORIES

Anya Hindmarch customizes SMS with Sticker Shop emojis

January 27, 2017



Anya Hindmarch Sticker Shop emojis

By STAFF REPORTS

British accessories maker Anya Hindmarch is bringing its sticker concept to mobile with the debut of branded iMessage emojis.

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In spring 2014, Anya Hindmarch introduced leather adhesives allowing consumers to personalize accessories from the spring 2015 collection with add-ons of Mickey Mouse's gloved hand giving a thumbs up or peace sign ([see story](#)). Since then, Anya Hindmarch has added to the sticker collection using the motifs of each new season, such as road signs and Space Invaders.

Stick em up

Anya Hindmarch's spring/summer 2017 collection incorporates a number of motifs such as an overeasiness egg, a rainbow, eyeballs and exclamation speech bubbles including OMG!, UGH and GR8.

Available for iOS devices, Anya Hindmarch has brought its stickers from its handbags to smartphone messaging for increased customization.

Doing so is also a way for the brand to include enthusiasts who may be currently priced out of purchasing a handbag and sticker, especially digital-native Gen Zs.

Anya Hindmarch's sticker keyboard includes motifs brightly colored emojis such as pills, hearts and bananas seen on the runway as well as comic book-style phrases and exclamations. An Anya Hindmarch alphabet is also included in the application.

Users can apply the stickers to photographs or within SMS messages to friends if using the latest iOS update. The sticker app can be downloaded from Apple's [App Store](#).



Image courtesy of Anya Hindmarch

Similarly, Parisian label Kenzo and retailer H&M developed the Emotikenzo app for its capsule collection in fall 2016.

Kenzo's app offers users four different keyboards to creatively customize messages. The app includes Emotikenzo letters that lets the user write the Kenzo logo font and a second Emotikenzo keyboard that recreates the font as emoji facial expressions.

A second iOS 10 app allows consumers to express themselves through Emotikenzo icons, this app syncs with Apple iMessage through its sticker option ([see story](#)).

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