

APPAREL AND ACCESSORIES

Isaia emotes in Italian with personality-driven sticker pack

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Cartoon sticker featuring Isaia's Corallino character

By STAFF REPORTS

Italian menswear label Isaia is letting consumers express themselves through the cartoon alter ego of its CEO.

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The grandson of brand founder Enrico Isaia, Gianluca Isaia serves as the brand's face. In addition to penning content for the company's blog, the executive is now the star of a sticker pack, allowing brand fans to use his likeness to communicate their ideas and feelings.

Sartorial SMS

Isaia's Corallino Neapolitan stickers app for iOS devices features Corallino, the animated character modeled after Mr. Isaia.

Similar to his inspiration, Corallino wears glasses and a scruffy beard. He also showcases Mr. Isaia's passion for prints with a plaid suit.

The app integrates with the iMessage app on a user's phone, allowing them to punctuate text messages

Showing the brand's sense of humor, the stickers show everything from Corallino being taken aback by a black cat to the character breaking out of jail with a file. He also engages in activities such as fishing or golfing.



Isaia's Corallino Neapolitan stickers in iMessage

Corallino has previously appeared on Isaia's Journal, educating consumers on some favorite hand gestures used by Italians, whether positive or shown out of frustration.

A number of luxury labels have developed their own stickers for iOS devices. For instance, Chanel broke out of its typically sophisticated image for a playful gloss-themed emoji keyboard ([see story](#)).

Similarly, Anya Hindmarch turned its leather adhesives into SMS stickers. The brand'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 ([see story](#)).

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