

Love is...



2020– 2022

*updates*

Love is...



11/6  
...enduring.

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Love is...

celebrating 50 years

in 2020!!

# Love is...

☹️ HOUSE OF MUA MUA ☹️

## SS 2020



Love is...

Amelie  
MILANO

SS 2020



Love is...

**DSQUARED2**

**FW 2020**



Love is...

FW 2020

VETEMENTS



# Love is...

# SS 2021

# Faliero Bertini



Love is...

**WHITE**  
2008 ALL RIGHT RESERVED

**SS 2022**





# Love is...

# CALLIOPE

## SS 2022



# Love is...

# TERRANOVA

## SS 2022



BASE	PRINT
BIANCO OTTICO	NERO
11-0601	ULTRA BLACK



BASE	PRINT
LIME	NERO
13-0530	ULTRA BLACK



BASE	PRINT
ROSA FLUO MELANGE	NERO
MEL RA 09	ULTRA BLACK

AS REFERENCE

*Love is...*

**SS 2022**



Love is...

...sweet as love



Feb. 2020

*Piuma Doro*



Love is...

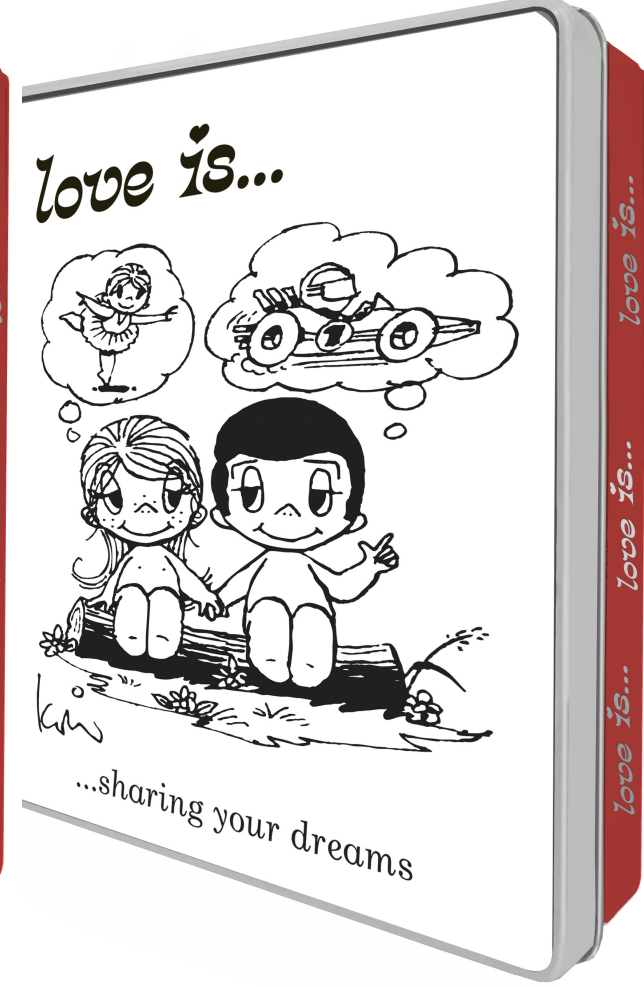
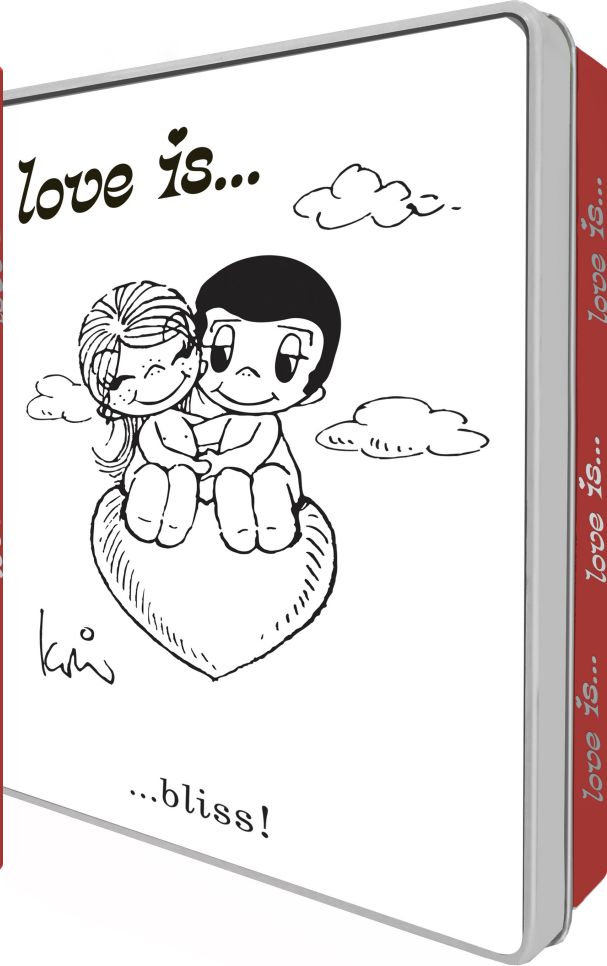
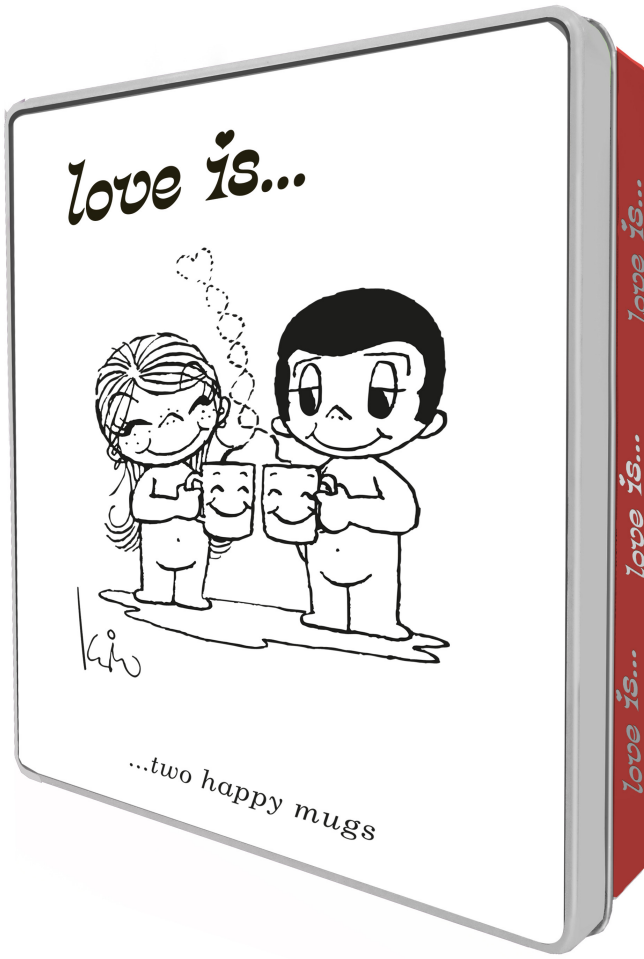
*...sweet as love*



**Easter 2021**

# Love is...

*...sweet as love*



# 2022

# Love is...

## Earth Day (Italia)

Love is...



kin

*...keeping our planet green*

© 20xx Minikim Holland B.V.

We have signed an important agreement with Earth Day Italy, part of Earth Day WW network whose mission is to diversify, educate and activate the environmental movement worldwide. Growing out of the first Earth Day in 1970, Earth Day Network is the world's largest recruiter to the environmental movement, working with more than 50,000 partners in nearly 192 countries to build environmental democracy. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world.

Love is... will be the testimonial for all Earth Day communications to sensitise people to share their love for our planet and educate that Love is... giving a positive signal to future generations!

**Love is...**



***...a success story***



Love is...

*...originally a private love story*

It all started in the late 1960's with shy, little love notes from Kim Grove to her future husband, Roberto Casali. Each of these little notes involved a little drawing and a personal sentiment that perfectly captured Kim's thoughts for the man she loved. She would hide these little drawings where he would least expect, sometimes tucked into a pocket or popped under his pillow, and also send them to him whenever they were apart.

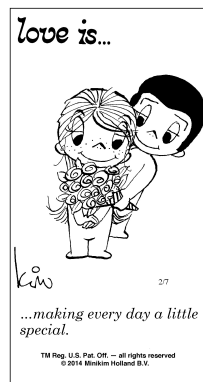
Kim's drawings were later shown to someone in the newspaper business who suggested they could be syndicated. On 1st January 1970 they were, and have been ever since.

# Love is...



## ...a global printed success

- Continuously syndicated since 1970
- Appears daily in multiple countries around the world
- Has been translated into 15 languages
- Has been published in over 60 different titles worldwide (over 20 in USA alone)
- Tribune Content Agency has world-wide syndication rights



# Love is...

...good for any occasions



Family



Mother's day



Father's day



Pregnancy



Holidays

# Love is...

## ...good for any occasions



Christmas



Easter



Wellness



Shopping



For Pets

# Love is...



*...loved by vips*

Geri Haliwell and Kate Winslett both wearing Love is... tees!



Love is...



*...loved by vips*



Love is...

...loved by brands



UNITED COLORS OF BENETTON.



love is...



ZARA  
COLLECTION 19

...loved by brands



**MAGLIETTA LOVE IS ©MINIKIM**

**15,95 EUR**

ROSSO - 4873/172

Maglietta con collo rotondo e maniche corte. Dettaglio di stampa anteriore Love Is by Kim ©MINIKIM HOLLAND B.V.

ALTEZZA MODELLA: 177 CM

S

M

L

XL

Qual è la taglia giusta per me?

**AGGIUNGI**

► COMPOSIZIONE E MANUTENZIONE

► VEDI DISPONIBILITÀ IN NEGOZIO



# Love is...

# ...loved by brands



Left Inside



Left Outside



Left Front



Left Inside



Left Outside



Left Front



Right Outside



Right Inside



Right Front



Right Outside



Right Inside



Right Front



Left Inside



Left Outside



Left Front



Left Inside



Left Outside



Left Front



Right Outside



Right Inside



Right Front



Right Outside



Right Inside



Right Front

Love is...

...loved by brands



  
ANYA  
HINDMARCH  
LONDON



Love is...

...loved by brands



  
ANYA HINDMARCH  
LONDON



# Love is...

*...loved by brands*



## Prénatal



# Love is...



## ...loved by brands

### Grey Love Is Matching Tattoos Tee @ Hottopic.com



Ads by Google

**Desigual Ebro Legging**

[www.desigual.com](http://www.desigual.com)

Laatste Aanbiedingen -50% Desigual Nederland

Inspired by the comic by Kim Casali, this fitted grey tee features a drawing of a boy and a girl holding hands with red heart tattoos on their arms and "Love is...having matching tattoos" in red. 90% cotton. 10% polyester. Wash cold. Dry low. Made in USA.



# OYSHO



# HYBRID

APPAREL



# LIU·JO

Love Is... Prénatal



# JUNK FOOD

CLOTHING CO

# Love is...

...good to communicate

love is...



...moving down the carriage.



love is...



...considering others when carrying luggage.




love is...




...not listening to loud music.



love is...



...not putting your feet on the seats.



love is...



...considering others when carrying luggage.



love is...



...not sticking chewing gum to the seats.



love is...



...not eating smelly food.

MAYOR OF LONDON

Making London simple



# Love is...

# ... successful case history



**crisi o non crisi  
abbiamo deciso  
di aumentare...**

**...aumentare  
i tuoi guadagni!!!**



con le tre grosse novità  
**tanara ESTATE 76**

I nuovi gelati  
**"l'amore è..." tanara**

Le favolose promozioni  
**"l'amore è..." tanara**

La clamorosa campagna pubblicitaria  
**"l'amore è..." tanara**

**l'amore è...**

5 nuovi gelati per i giovani che si venderanno di più, grazie alla favolosa promozione abbinata



5 nuovi gelati che ti faranno guadagnare di più!!!

**l'amore è...**

...La più ricca e più grande promozione mai realizzata per i gelati che porterà al tuo punto vendita nuovi clienti



I due famosissimi e amati personaggi di **l'amore è...** saranno, in esclusiva assoluta per Tanara, gli interpreti di questa promozione che diventerà la

**MODA ESTATE 76**

**come funziona la promozione**

**premi immediati MODA ESTATE**

La promozione è abbinata ai soli gelati **l'amore è...**

I tuoi clienti per ottenere i premi desiderati dovranno raccogliere i punti che sono raffigurati su ogni gelato della serie **l'amore è...** e precisamente:


- 20 punti per il gelato
- 30 punti per il fustino
- 40 punti per la maglietta

Una volta raccolti i punti necessari, i tuoi clienti te li consegnano in bustine sigillate che noi ti forniamo insieme a un pratico e comodo espositore.

Tu prendi in custodia le buste e rilasci, dopo averle firmate, le parti staccate come richiesto.

Appena il venditore Tanara arriva da te, consegnagli subito le buste contenenti i punti.

Così di gira succedono il venditore Tanara ti porta i corrispettivi premi che tu consegnerai ai tuoi clienti, dietro presentazione della ricevuta da te firmata.



**l'amore è...**

**premi in offerta speciale MODA ARGENTO**

I tuoi clienti per ottenere i premi desiderati dovranno raccogliere i punti che sono raffigurati su ogni gelato della serie **l'amore è...** e precisamente:

- 10 punti + L. 1.000 per il gelato abbinato in argento
- 10 punti + L. 2.500 per la preziosa medaglietta in argento

Poi devono spedire il tutto per raccomandata, utilizzando le speciali buste che noi ti forniamo.

Creazione "L.M.E.L.A." - Casella Postale 80 - Vicenza

Così entro pochi giorni i tuoi clienti riceveranno a casa i premi desiderati.



**l'amore è...**

...un esclusivo gelato in bevanda applicata

...un romantico foulard

...un'originale maglietta in cotone

Questi saranno i richiestissimi regali facili da ottenersi, abbinati con la promozione ai nuovi gelati

**"l'amore è..." tanara**

...un smagliato abbinato in argento smaltato

...una preziosa medaglietta in argento



**l'amore è...**

...La più clamorosa campagna pubblicitaria dell'estate


**BELLA** sui periodici più importanti

**L'ESPRESSO** su tutti gli automezzi

**Amica Intrepido** alla radio

**GENTE GIOIA** - ITALIANA - CAPODISTRIA - MONTECARLO con locandine sul punto vendita

**"l'amore è..." tanara** nei cuori e nei desideri di 16 milioni 845 mila 711 ragazzi che verranno contattati dai messaggi di **"l'amore è..." tanara**



# Love is...

# ...social



## love is...



**Love is**  
298.736 personen vinden dit leuk · 6.681 praten hierover

Schrijver  
By Kim Casali

Vind ik leuk Volgen

**298K**

Info - Een bewerking voorstellen

Pagina ma...

Recent  
2014  
2013  
2012  
Geboren



**Love is**  
@dailyloveis

Home  
Post  
Foto  
Informatzioni  
Community  
Informatzioni e inserzioni

Crea una Pagina

## love is...



Ti piace Pagina seguita Condividi ...

Invia un messaggio

Crea un Post

Scrivi un post...

Foto/video Tagga amici Registrati ...

**Community** Mostra tutti

- Invita i tuoi amici a mettere "Mi piace" a questa Pagina
- Piace a 572.399 persone
- Seguito da 569.277 persone
- Piace a Roberta Puppo

## Liefde is ...



269.364 personen vinden dit leuk · 3.447 praten hierover

Vind ik leuk Volgen

**269K**

Community

Info - Een bewerking voorstellen

Foto's Spelletjes Vind-ik-leuks

Belangrijkste berichten

Pagina maker

Recent  
2014  
2013  
2012  
2011  
Geboren



**Love Is**  
@loveiscartoon.official

Home  
Post  
Informatzioni  
Instagram  
Foto  
Video  
Community  
Informatzioni e inserzioni

Crea una Pagina



## love is...

Ti piace Segui Condividi ...

Scopri di più Invia un messaggio

Crea un Post

Scrivi un post...

Foto/video Tagga amici Registrati ...

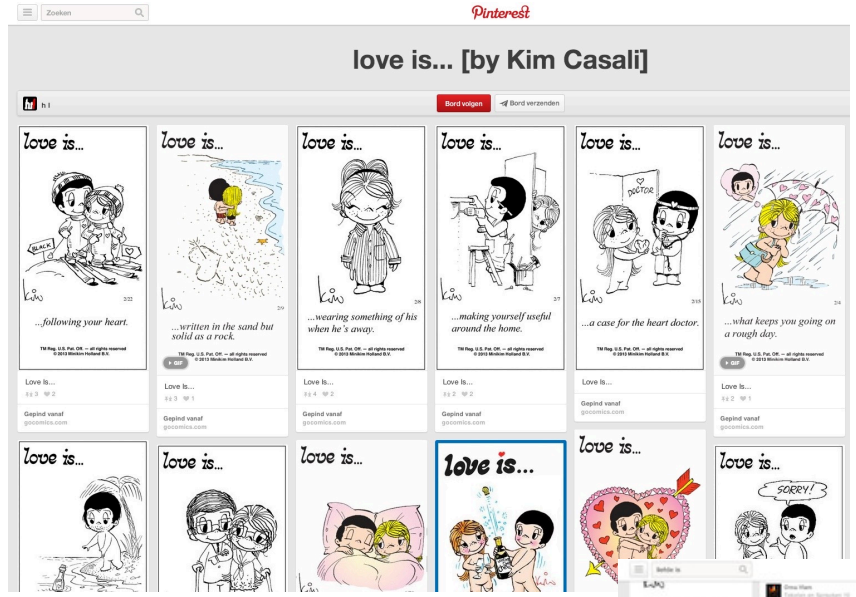
**Community** Mostra tutti

- Invita i tuoi amici a mettere "Mi piace" a questa Pagina
- Piace a 66.834 persone
- Seguito da 67.419 persone
- Piace a Stefano Casali e altri 2 amici



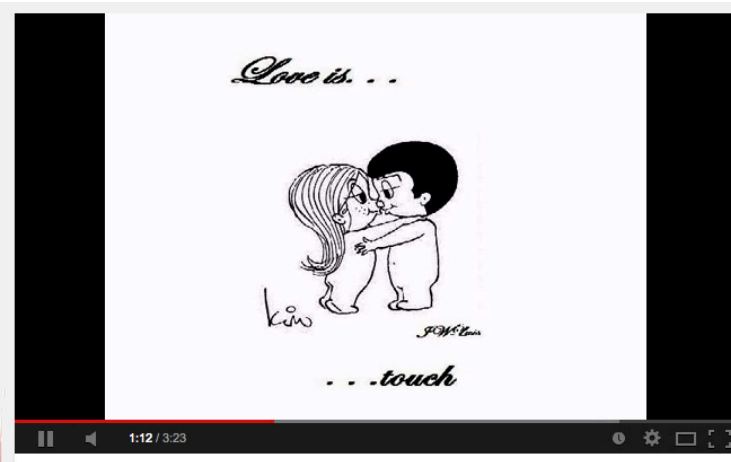
# Love is...

# ...social



# Love is...

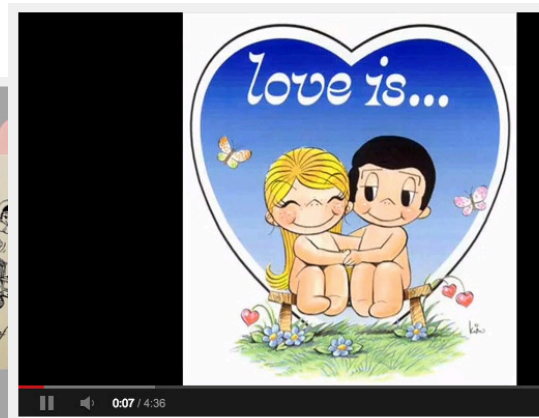
...social 



John Lennon "LOVE" (Subtitulada) Dibujos Kim Casali



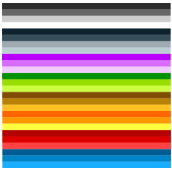
Nena - Liebe ist ..



Canzone-Lucio Dalla (con testo)

# Love is...

## ...an online style guide



[www.loveiscartoon.com](http://www.loveiscartoon.com)



classic style



modern style

Choose Guide:   [Log out](#) | [Account Settings](#) | [see page as pdf](#)

# love is... by kiw

## classic

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You are here: [Home](#) > Welcome to the Love Is... Classic Style Guide

## Love is... Classic Style Guide

The cartoonist Kim Casali originally began creating the little drawings to express her feelings for her future husband Roberto. While they were dating, Kim would leave the cartoons where he would be sure to find them. "I began making the little drawings for myself to express how I felt... I would leave little notes under his pillow... After we married, he showed me he'd kept them all".

In 1970, Kim's cartoons came to the attention of the international syndication business, and from there the Love Is... cartoon took on a life of its own.

The Love Is... boy and girl were originally caricatures of the cartoonist Kim Casali herself and her husband Roberto. While the characters have remained pretty much the same graphically ever since, they have come to represent any and every one touched by the wonder of love and, consequently, don't have specific names.

We have developed this on-line guide to enable you to put together designs for Love Is... Classic. As well as character illustrations there are a wide range of graphics and icons to complement the cartoons.



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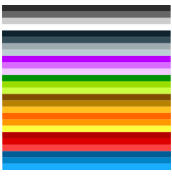
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# Love is...

*...an online style guide*



## **The online Love Is... style guide includes:**

Almost 200 downloadable Classic style hi-res illustrations  
Almost 100 downloadable Modern style hi-res illustrations  
Over 9000 archived “back catalogue” Classic illustrations

## **...as well as:**

Dozens of trendy and attractive downloadable patterns and backgrounds  
Complete series of downloadable themed icons  
A large variety of product ideas and inspirational designs  
Clear product and artwork submission guidelines